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J. S. Department of Agriculture

WALLER-FRANKLIN

Guadalupe
CROP OF

1950

CONTRACT
AND
GENERAL TRADE LIST
OF
“MERIT” FLOWER SEEDS

CROP *of* 1950

To the Seed Trade only



THESE PRICES EFFECTIVE ON ALL SALES
IMMEDIATELY

Waller-Franklin Seed Co.

WHOLESALE GROWERS

GUADALUPE, CALIFORNIA, U. S. A.

Cable Address "Waller, Guadalupe"

Foreword

TO THE TRADE:

The policy of the Waller-Franklin Seed Company has been, and will continue to be, to regard quality as the first consideration in the production of our flower seed.

The steady growth of Waller-Franklin Seed Company and the reputation we enjoy throughout the entire trade as a Quality House, continue to strengthen our determination to maintain the highest possible standard of quality that trained personnel of long experience can produce.

Our entire production centers around our large trial and breeding grounds. This important department is under the direction of our same staff of experts who are carrying on a continuous program of the improvement of standard varieties and the development of new and better varieties.

NEW TWICE-DAILY AIR MAIL AND AIR EXPRESS SERVICE

We now have excellent air mail and **air express** service enabling shipments to reach Chicago and New York within 24 hours.

On definite instructions by you we will forward any portion of your order by this extra fast service.

GENERAL CONDITIONS OF DELIVERY

For every order that we shall accept, we have sufficient land planted to produce the desired quantity of seed under normal conditions.

Should the outcome of the crop be lower than our estimation, orders will be filled *pro rata* only. Crop failure or any other cause beyond our control releases us entirely from delivery.

We give no warranty, express or implied, as to the productiveness of any seeds we sell and we will not be in any way responsible for the crop. Our liability in all instances is limited to the purchase price of the seed.

TERMS

All seeds are quoted f.o.b. Guadalupe, California, for delivery after harvest crop of 1950, 60 days acceptance net, less 2% cash thirty days. Invoices payable in U. S. dollars only. All overdue accounts subject to sight draft without further notice. Bags and containers will be charged at cost and are not returnable.

We reserve the right to change prices in this list at any time.

**Three Ounces or Under at Ounce Rate
Four Ounces or Over, Pound Price Allowed**

NOVELTIES INTRODUCED BY WALLER-FRANKLIN IN 1949



Waller-Franklin's new Triumph Supreme Hollyhock

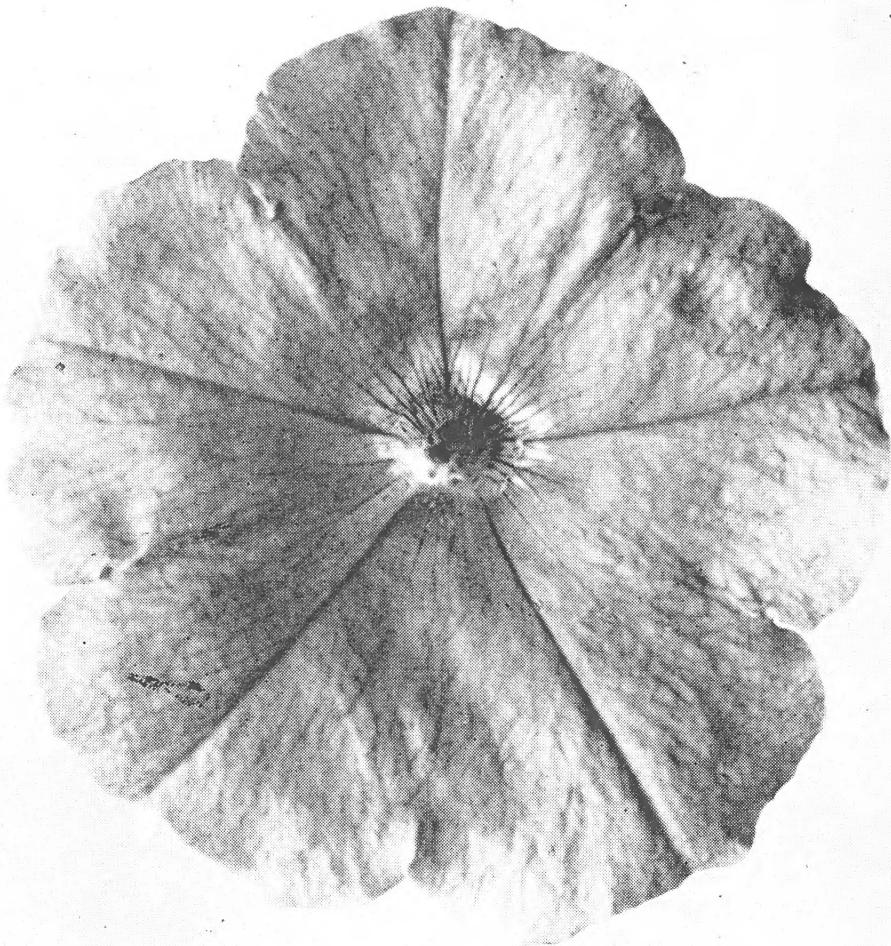
NEW DOUBLE HOLLYHOCK "TRIUMPH SUPREME"

Color range of unsurpassed variety. All the favorite colors plus vivid scarlets, orange, and buff combinations not to be found in existing strains. Full double blossoms gracefully waved and fringed show well above the foliage.

Early blooming qualities make this strain flower in our fields along with the annual sorts and earlier than many. Rust resistance is present to a high degree, greatly overcoming this major handicap to the growing of hollyhocks in many areas.

Unquestionably Triumph Supreme Hollyhock is the feature introduction of our list. Price per oz. \$1.65, per lb. \$20.00.

NOVELTIES INTRODUCED BY WALLER-FRANKLIN IN 1949



Waller-Franklin's new Royal Rose Petunia

A NEW BALCONY PETUNIA "ROYAL ROSE"

A new and better Balcony Petunia, superior in every respect. We especially recommend Royal Rose for your standard bedding rose-colored petunia. A truly giant flowered, clear warm shade of rose that will surely become a year after year favorite. Tested and proven in trial grounds throughout the country this past summer. Price per oz. \$3.50, per lb. \$40.00.

A NEW MID-BLUE PETUNIA "BLUE BEDDER IMPROVED"

A new Waller-Franklin developed mid-blue Petunia of more compact habit than any other variety of similar color. Not only is it more compact growing but very free-flowering and a more pleasing shade. An additional feature is its early blooming habit in flats or pots, making it especially desirable for bedding-plant trade. This new variey has been tested in many different localities and its superiority proven. Price per oz. \$4.20, per lb. \$50.00.

All leading kinds of Petunias on Pages 44, 45, 46, 47.

NOVELTIES INTRODUCED BY WALLER-FRANKLIN IN 1949



New Waller-Franklin Hybrid Gerbera

A NEW GERBERA (Transvaal Daisy) "WALLER-FRANKLIN HYBRIDS"

The increased popularity of Gerbera among the gardening public as well as the commercial growers is of striking significance to all seedsmen. In line with this increase in popularity, we are pleased to offer this brand new exclusive strain that we believe is the finest color range obtainable from seed. Long solid stems topped by large yet graceful blooms in varied brilliant and unusual colors heretofore rarely obtainable even from plant divisions. Five-inch blooms, with many duplexed.

Price per 1000 seeds, \$3.50, per oz. \$18.00.

A NEW MISSION GIANT MARIGOLD "LIMESTONE"

Beautiful chrysanthemum type incurved flowers of typical Mission Giant habit of growth, bloom size, and season. Limestone is a soft lemon yellow, completing the color range of this chrysanthemum flowered group, so well begun with Goldsmith and Yellowstone (see Page 40) which received All-America Trial Awards in 1941 and 1942.

Price per oz. \$0.85, per lb. \$10.00.

NOVELTIES INTRODUCED BY WALLER-FRANKLIN IN 1949



*The new Pixie Delight Dwarf Lupin growing for seed.
Plants only 8 inches high.*

DWARF ANNUAL LUPIN “PIXIE DELIGHT”

A gay little dwarf Lupin in a mixture of pleasing shades of pink, rose, blue, lavender and white, as well as bicolor combinations. As it starts flowering freely in only a few weeks from seed sowed outdoors, it makes an especially fine new item. Useful in borders or bedding and as a pot plant 8 inches tall.

Price per oz. \$0.65, per lb. \$8.00.

A NEW AFFINIS NICOTIANA “DAYLIGHT SENSATION MIXTURE”

This fine strain provides a brilliant color range lacking heretofore in Nicotiana. Bright scarlet, crimson, rose, mahogany, violet, yellow, coral, lilac and white are to be found in an interesting variety of shades. The blooms of this strain remain open during the daytime, adding another highly desirable feature.

Price per oz. \$0.65, per lb. \$8.00.

NEW PACIFIC BEAUTY CALENDULA

If you are not using our Pacific Beauty Calendula be sure to try them this year. See page 19.

WALLER-FRANKLIN INTRODUCTIONS OF SPECIAL MERIT



Waller-Franklin New Giant Scabiosa, Oxford Blue

SCABIOSA WALLER-FRANKLIN SPECIAL STRAIN “OXFORD BLUE”

A deep rich tone of campanula blue never before seen in Scabiosa. This new shade of blue extends the color range to a depth far beyond Ageratum Blue or Blue Moon.

The long-stemmed, giant size, full double blooms so characteristic of other fine Waller-Franklin strains of Scabiosa, are to be found at a peak of perfection in Oxford Blue. Bloom size is larger than any variety offered to date.

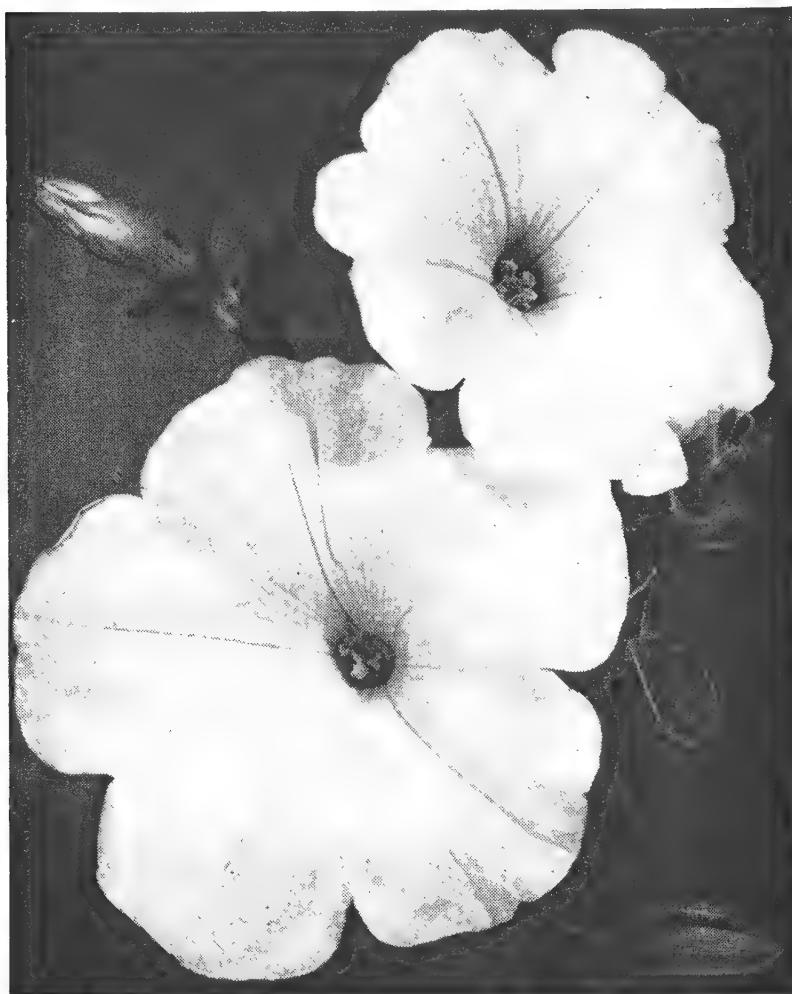
Price per oz. \$0.35; per lb. \$3.50.

PHLOX DRUMMONDI GIGANTEA “MELLOW MOON”

Our newest addition to a distinguished line of medal winners of proven merit and acceptance. Mellow Moon is a soft subdued shade of pastel yellow, that will harmonize happily with most colors to be found in home gardens. Typical florets are $1\frac{1}{4}$ to $1\frac{1}{2}$ inches in diameter, grouped in enormous clusters on well formed, moderately low growing plants of the Gigantea class.

Price per oz. \$2.10; per lb. \$25.00.

WALLER-FRANKLIN INTRODUCTIONS OF SPECIAL MERIT



New Waller-Franklin Petunia, Snowball Improved

PETUNIA HYBRIDA NANA COMPACTA "SNOWBALL IMPROVED"

This compact white Petunia is the result of many years work to obtain a lower growing, more compact strain of Snowball. We have now conformed this well regarded standard variety more truly to the nana compacta class, yet have retained the desirable, well rounded blooms not found in other white Petunias in this group.

The well formed compact plants retain their shape throughout the entire growing season. Clear throated blooms nearly three inches in diameter, grow profusely to produce the finest mass effect one could desire.

Price per oz. \$3.00; per lb. \$35.00.

DWARF SINGLE BEDDING PETUNIAS

See Page 45 for descriptions of the five companion varieties to offer with Snowball Improved.

WALLER-FRANKLIN INTRODUCTIONS OF SPECIAL MERIT



New Miniature French Double Marigold, Spry Hybrids

MARIGOLD (French Double) MINIATURE “SPRY HYBRIDS”

Here is a refreshingly new hybrid strain of Miniature Marigolds. An abundance of varied flower formations in new and unusual combinations of yellow, mahogany, scarlet and orange, are to be found in this strain, thus providing an endless source of delight and interest.

Each plant is a symmetrical specimen of neat compact growth. The dwarf uniformity of this strain readily lends itself to border plantings and bedding use.

Price per oz. \$0.45 ; per lb. \$5.00.

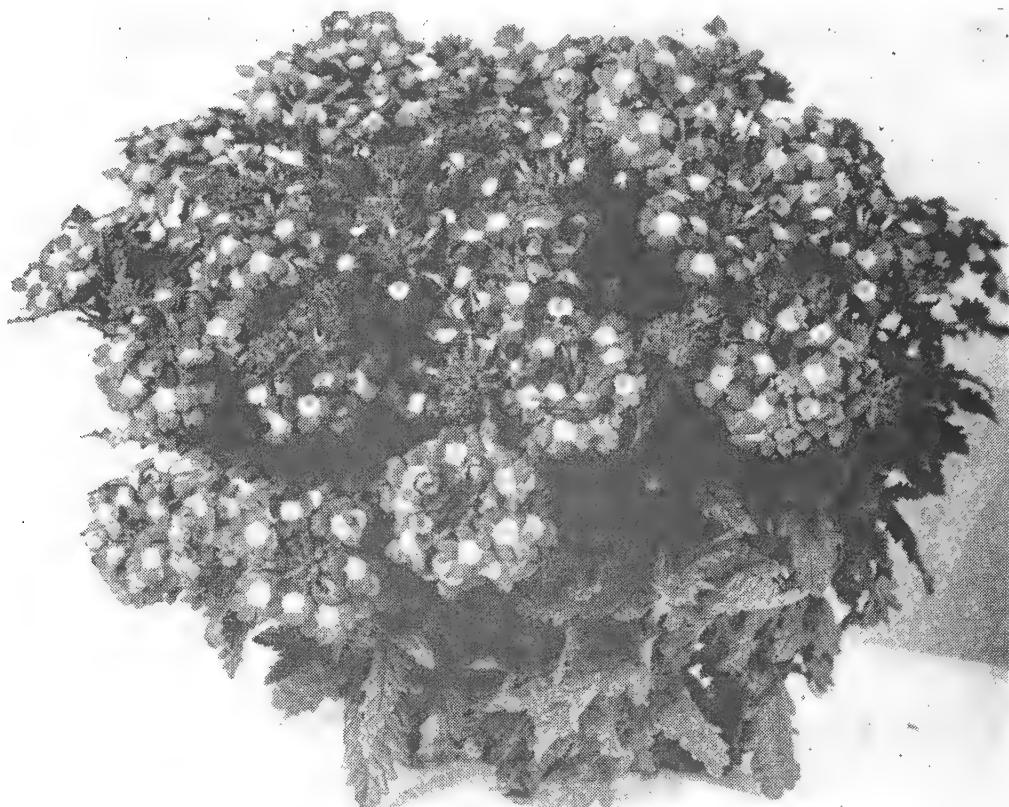
MARIGOLD DWARF FRENCH DOUBLE “ELDORADO”

A live, pleasing canary yellow, tinted slightly deeper toward the center of the flower. Grand for borders and edging, the early profusion of clear, full double blooms on uniform plants maintain their form throughout a long blooming season. Flowers are $1\frac{1}{2}$ inches across, closely set on well-rounded dwarf plants about 10 inches in height.

Price per oz. \$0.45 ; per lb. \$5.00.

A complete offering of the most desirable Marigolds on pages 39 and 40.

WALLER-FRANKLIN INTRODUCTIONS OF SPECIAL MERIT



Waller-Franklin New Bush Type Verbena, Starlight

THREE NEW BUSH TYPE VERBENAS (Giant Flowered) "ROSELIGHT"

Waller-Franklin Bush Verbenas are definitely destined to supersede the regular strains, in the opinion of seedsmen who visited our fields and trials this summer. Roselight is a bright rose-pink with white eye giving a color effect similar to our ever-popular Rosy Morn petunia. Profuse blooming and of uniform habit, this much desired color blends well with the color scheme of most gardens. Price per oz. \$2.50, per lb. \$30.00.

"SALMON QUEEN"

A new type of Verbena of especial value to the home gardener. The unique growth of the plants make an even, uniform band or border closely covered with flowers over a long blooming season. The broad, flat-topped, bushy plants are about 8 to 10 inches high and 12 to 15 inches across, with the flower heads practically touching each other. The color is a most pleasing shade of bright salmon-pink. Price per oz. \$1.65, per lb. \$20.00.

"STARLIGHT"

A second color in this fine new type of Verbena. Starlight is a bright mid-blue with a creamy white eye. Plants are of uniform bushy habit about 8 to 10 inches high and 12 to 15 inches across, with the flower heads practically touching each other. An excellent companion to Salmon Queen, which proved so popular.

Price per oz. \$1.65, per lb. \$20.00.

WALLER-FRANKLIN INTRODUCTIONS OF SPECIAL MERIT



Waller-Franklin Ruffled Petunia, "Little Giants"

PETUNIA RUFFLED NANA COMPACTA "LITTLE GIANTS MIXED"

Small, compact, mound type of plants about 12 inches tall, completely covered with blooms over a longer season than most other varieties of Petunia.

The medium-sized, well ruffled and waved, deep-throated flowers, produced in the most attractive colors, range from deep crimson through pink and rose to white in almost every imaginable shade and combination of marking in a pleasing balance of light and dark shades. Price per oz. \$15.00.

A BETTER DELPHINIUM CHINENSIS "BLUE MIRROR"

A new type of Delphinium Chinensis sure to become increasingly popular. The clear, bright, navy-blue wide-open flowers are without spurs and face upward. This makes it much more attractive both for a low border and for cutting. The 12 to 15 inch tall plants continue to bloom throughout a long season. Like the other varieties of Delphinium Chinensis, it is a hardy perennial that blooms the first year from seed sown outdoors in the spring and continues for succeeding years. Price per oz. \$1.25, per lb. \$15.00.

WALLER-FRANKLIN INTRODUCTIONS OF SPECIAL MERIT



Dianthus Heddewigii Single Laciniatus "Gaiety"

DIANTHUS HEDDEWIGII LACINIATUS SINGLE "GAIETY"

The petals of the large single flowers are so deeply cut the flowers have a lacy appearance. Besides its interesting and attractive flower formation, the range of colors is both gay and brilliant. The increasingly good sales are evidence of its popularity with gardeners. Our strain has been maintained by continued careful selection. Price per oz. \$0.35; per lb. \$4.00.

CALIFORNIA NATIVE WILD FLOWERS "WALLER-FRANKLIN CENTENNIAL BLEND"

Here is a new distinctly better special blend we are introducing at this time to correspond with California's Centennial Year celebration, making a timely "special offer" for your use.

We have selected those species that grow easiest under most average conditions, and with as wide a range of color and type as possible. Our selection includes both annuals and perennials, and vary in height from approximately 1 foot to 3 feet. Most of them have not as yet been generally offered.

Price per oz. \$0.30, per lb. \$3.50.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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ABRONIA (Sand Verbena)

Umbellata Grandiflora, Pink trailing.....	\$0.25	\$ 2.50
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AGERATUM (Floss Flower)

Blue Ball Improved. Compact low plants with large clusters of ball-shaped lighter blue flowers and larger leaves. 4 to 5 in.....	2.50	30.00
Blue Ball, dwarf blue, 4 in.	1.65	20.00
Blue Perfection. Light azure blue, 10 inches tall.....	.85	10.00
Fairy Pink (Waller-Franklin) soft salmon rose-pink.....	4.20	50.00
Midget Blue (Waller-Franklin) Very low and compact with dense clusters of small darker blue flowers. Smaller leaves. 3 to 4 in. S.M., A.A.S. '39.....	2.50	30.00

ALYSSUM (Madwort)

There is a great deal of difference between ordinary and the well-selected strains of Alyssum backed by many years of trial ground selection work. If you serve a critical trade your customers will be pleased with these extra-selected strains.

Lilac Queen45	5.00
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Little Gem. Pure white, dwarf compact habit, height 6 inches. Almost perfection in uniformity. Price per oz. \$0.50; per lb. \$6.00.		
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Maritimum , sweet white, honey scented, 1 ft.....	.15	1.50
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Procumbens Carpet of Snow. The most popular of white Alyssums and a Waller-Franklin specialty for nearly 35 years. The plants are flat and compact. Maximum height $2\frac{1}{2}$ inches. Price per oz. \$0.50; per lb. \$6.00.		
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Snowcloth. Like carpet of snow.....	.50	6.00
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Violet Queen. A comparatively new variety that has responded well to our trial ground selection work. Color bright violet, habit nana compacta, height 6 inches. Price per oz. \$0.50; per lb. \$6.00.		
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PERENNIAL ALYSSUM

Rock Garden Perennial Rare Species Mixed.....	1.65	20.00
Saxatile Compactum (Gold Dust). Golden yellow. Our plants are constantly selected for bright color and compact plants. One foot high. There is a difference.....	.35	4.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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AMARANTHUS

Tricolor (Joseph's Coat) yellow, green, red, 3 ft.....	\$ 0.35	\$ 4.00
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ANAGALLIS (Pimpernel)

Grandiflora. Mixed colors, 9 in.....	.30	3.50
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ANCHUSA (Alkanet or Sea Bugloss)

Capensis (Annual) Blue Bird, compact, indigo blue, 2 ft.....	.30	3.50
Italica (Perennial) Dropmore Variety, gentian blue, 6 ft.....	.35	4.00
Italica (Perennial) Lissadell, gentian blue, 6 ft.....	.35	4.00
Italica (Perennial) Opal, light blue, 6 ft.....	.35	4.00

ANTIRRHINUM or SNAPDRAGON

We have developed the Rust Resistant Antirrhinums to such a degree that they now supersede in every respect the old ordinary types. With a complete range of colors available in the most important classes, there is no longer any need for you to offer anything but the rust resistant type of Antirrhinums.

LARGE FLOWERED (Majus Grandiflorum) Rust Resistant, 2½ ft.

Autumn Glow Shades (Waller-Franklin) old-rose suffused amber, golden lip.....	1.25	15.00
Brilliant Rose (Waller-Franklin) true rose pink.....	1.25	15.00
Cherry Rose (Waller-Franklin) a new deep cherry rose of unsurpassed brilliancy	1.25	15.00
Orange Shades (Waller-Franklin).....	1.25	15.00
Padre (Waller-Franklin) crimson.....	1.25	15.00
Pinkie, clear pink	1.25	15.00
Rosalie (Waller-Franklin) deep rose, B.M., A.A.S. '40.....	1.25	15.00
Scarlet (Defiance) (Waller-Franklin).....	1.25	15.00
Shasta (Waller-Franklin) pure white.....	1.25	15.00
Yellow Jacket (Waller-Franklin) deep canary yellow.....	1.25	15.00
Waller-Franklin Special Hybrids Mixed.....	1.25	15.00
Majus Grandiflorum Mixed, all varieties.....	.65	8.00

NEW VELVET GIANT

Tall growing and base-branching. Giant long-stemmed spikes of velvety deep crimson	5.00
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GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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ANTIRRHINUM (Continued)

MAXIMUM, Rust Resistant, 2 3/4 ft.

Alaska (Snowflake) (Waller-Franklin) white.....	\$1.65	\$20.00
Apple Blossom (Waller-Franklin) rosy pink, white tube.....	1.65	20.00
Campfire (Waller-Franklin) luminous scarlet.....	1.65	20.00
Canary Bird (Waller-Franklin) canary yellow.....	1.65	20.00
Christmas Candle (Waller-Franklin) bright flame, cream tube	1.65	20.00
Copper Queen (Waller-Franklin) bronzy copper.....	1.65	20.00
Crimson (Waller-Franklin) fiery crimson.....	1.65	20.00
Indian Summer (Waller-Franklin) coppery orange scarlet.....	1.65	20.00
Loveliness (Waller-Franklin) soft rose pink.....	1.65	20.00
Paradise Rose (Waller-Franklin) rose pink.....	1.65	20.00
Pink Sensation (Waller-Franklin) pure pink.....	1.65	20.00
Red Cross (Waller-Franklin) crimson, white tube.....	1.65	20.00
Yellow Giant (Waller-Franklin) deep yellow.....	1.65	20.00
Waller-Franklin Special Blend. A special mixture made by blending together the best distinct colors from the sep- arately grown varieties described above.....	1.65	20.00
Maximum Mixed. Grown from a blend of all above varieties mixed together.....	1.25	15.00

SUPER MAJESTIC, Rust Resistant, 20 in.

A medium tall class of base branching plants with heavy compact spikes of large blooms. Excellent for both garden and cut flowers.

Orange Shades	2.10	25.00
Orchid Shades	2.10	25.00
Pink and Rose Shades.....	2.10	25.00
Red Shades	2.10	25.00
Yellow and White Shades.....	2.10	25.00
Superb Mixed	1.65	20.00

NANUM GRANDIFLORUM, Rust Resistant, 12 to 15 inches

Choice Mixed, all varieties	1.25	15.00
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NEW "TETRA" SNAPDRAGONS

Tetra Orchid. Rich orchid-purple with yellow blotch.....	5.00
Tetra Yellow. A new tall, base-branching clear yellow with long spikes and very large flowers.....	5.00
Mixed Colors. Dense spikes of immense flowers in a mixture of very unusual colors	1.65	20.00

WALLER-FRANKLIN SEED COMPANY

Flower
Seeds

Price per oz. Price per lb.

AQUILEGIA or COLUMBINE

For many years Waller-Franklin Co. have been leaders in the production of Aquilegia of the very highest quality. Every year careful selection and breeding work is done to steadily increase their size, vigor, length of spurs, and colors.

Alpina, blue, dwarf, 18 in.....	\$1.65	\$20.00
Chrysantha, yellow, 3 ft.....	1.65	20.00
Coerulea, Rocky Mountain Blue Columbine, 2 ft.....	4.20	50.00

WALLER-FRANKLIN SPECIAL AQUILEGIA

LONG SPURRED BLUE SHADES (Waller-Franklin Special Strain)

The finest strain in existence. The result of years of selecting. Huge flowers on plants from 3 to 4 feet high. This strain was bred and perfected by Waller-Franklin over a long period of years.

Price per oz. \$2.50, per lb. \$30.00

Long Spurred Copper Queen, copper red and straw, 2½ ft.	2.50	30.00
Long Spurred Orange and Scarlet Shades, 3 ft.....	2.50	30.00
Long Spurred Pink Shades, 3 ft.....	2.50	30.00
Long Spurred Rose Queen, 3 ft.....	2.50	30.00
Long Spurred Snow Queen, finest white, fragrant, 3 ft.....	2.50	30.00

LONG SPURRED WALLER-FRANKLIN HYBRIDS MIXED

This strain has been a specialty of our firm for many years and it is, in our opinion, superior to any strain of which we have knowledge. This blend contains many unique colors. 3 ft.

Price per oz. \$2.50, per lb. \$30.00

Long Spurred Mrs. Scott Elliott's Strain Mixed, 3 ft.....	1.65	20.00
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ARCTOTIS

Grandis, African Lilac Daisy, 3 ft.45	5.00
Large Flowered Hybrids, many colors, 1 ft.	2.50	30.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds		Price per oz.	Price per lb.
ARMERIA (Giant Thrift or Sea Pink) perennial			
Alpina, bright rose, compact tuft of foliage, 6 in.		\$10.00
Formosa Hybrida, rose, 1½ ft.		.60	\$ 7.00
Formosa Large Flowered Hybrids, 1½ ft.		5.00
Giant Pink (Gigantea) 2 ft.		5.00
ASPARAGUS greenhouse			
Plumosus Nanus		2.10	25.00
Sprengeri		2.10	25.00
ASTERS			
GIANT CREGO IMPROVED, Wilt Resistant, 2½ ft.			
Azure, light blue		.35	4.50
Blue Flame		.35	4.50
Crimson		.35	4.50
Dark Blue (Purple)		.35	4.50
Deep Rose		.35	4.50
Shell Pink		.35	4.50
White		.35	4.50
Choice Mixed		.40	4.00
GIANT BRANCHING COMET, Wilt Resistant, 2 ft.			
Choice Mixed		.50	5.50
GIANTS OF CALIFORNIA CURLED AND INTERLACED, 3 ft.			
Super Giant El Monte		1.25	15.00
Super Giant Los Angeles		1.25	15.00
Finest Mixed		1.00	12.00
LATE BRANCHING, Wilt Resistant, 2½ ft.			
Azure		.50	5.50
Crimson		.50	5.50
Peerless Pink, shell pink		.50	5.50
Purple		.50	5.50
Rose		.50	5.50
White		.50	5.50
Choice Mixed		.45	5.00
EARLY BEAUTY, Wilt Resistant, 2½-3 ft.			
Choice Mixed		.65	8.00
HEART OF FRANCE, Wilt Resistant, 2 ft.			
Brilliant Red		1.00	12.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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ASTERS (Continued)

CALIFORNIA GIANT SUNSHINE, Not Resistant, 3 ft.

Finest Mixed \$ 1.00 \$12.00

PRINCESS, Wilt Resistant, 3-3½ ft.

Finest Mixed 1.25 15.00

QUEEN OF THE MARKET, Wilt Resistant, 2 ft.

Choice Mixed45 5.00

BABY BLUE EYES: See *Nemophila*, Page 43.

BABY'S BREATH: See *Gypsophila*, Page 33.

BACHELOR'S BUTTON: See *Centaurea*, Page 24.

BALLOON VINE annual climber

Cardiospermum (Love in a Puff)20 2.00

BALSAM (Lady Slipper) 2 ft.

Double Camellia-flowered, Choice Mixed35 4.00

Double Rose-flowered, Choice Mixed35 4.00

BEANS

Scarlet Runner30

BLANKET FLOWER: See *Gaillardia*, Page 32.

BLUE LACE FLOWER: See *Didiscus*, Page 31.

BRACHYCOME (Swan River Daisy) 1 ft. annual

Iberidifolia, Choice Mixed65 8.00

Waller-Franklin Blends and Mixtures

Waller-Franklin Formula Blend. "Our Best." Not grown as a mixture, but made up from separately grown varieties properly blended.

Waller-Franklin Formula Mixture. "Always Better." Grown as a mixture from master formulae of carefully blended colors.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds		Price per oz.	Price per lb.
CALENDULA , 1 to 2 ft. annual			
Art Shades, contains delicate shades.....	\$0.20	\$2.00	
Ball's Apricot, rich apricot with dark brown center.....	.25	3.00	
Ball's Gold Improved, golden yellow.....	.25	3.00	
Ball's Lemon Queen, dark center.....	.25	3.00	
Ball's Long Orange Improved, extra long stems.....	.25	3.00	
Ball's Masterpiece, rich orange, long stems.....	.25	3.00	
Ball's Orange Improved25	3.00	
Campfire Improved25	3.00	
Campfire (Sensation)25	3.00	
Chrysantha (Sunshine) buttercup yellow.....	.25	3.00	
Lemon Queen (Sulphurea) sunflower yellow.....	.25	3.00	
Orange King (Waller-Franklin Special Strain) rich deep orange red, dark center, continuously grown and selected for over 25 years. Especially selected for florists' use.....	.25	3.00	
Orange Shaggy, petals long and deeply fringed. Color is deep orange, lighter in the center of the bloom.....	.25	3.00	
Radio, quilled orange20	2.00	
Trial Ground Mixture. A carefully blended mixture of large flowered varieties, including our newest developments...	.20	2.00	
Choice Mixed, all varieties, extra fine.....	.15	1.50	

PACIFIC BEAUTY CALENDULA

This **new** family of Calendula is the result of several years work to produce a strain with uniformly large flowers of better formation, longer and straighter stems, more clear colors, and more resistant to mid-summer heat.

Apricot Beauty—Of an attractive two-toned effect together with large flowers and long stems. It is a far better apricot-colored Calendula.

Cream Beauty—The creamy-white shading to soft light yellow makes this the most delicately colored of all Calendulas.

Lemon Beauty—A pure lemon yellow. The long, wide petals give the flowers a much more graceful appearance and the centers are well covered.

Persimmon Beauty—Flowers of a true persimmon-orange of unusual brilliance and size, with long graceful petals on tall, vigorous, long stems.

Pacific Beauty Mixture—A blend of the four varieties described above.

Price of each, per oz. \$0.25, per lb. \$3.00.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CALIFORNIA NATIVE WILD FLOWERS

WALLER-FRANKLIN CENTENNIAL BLEND. An exceptional mixture of true California native flowers. Carefully selected to make the most colorful as well as the most interesting display. **See Page 12.** Price per oz. \$0.30, per lb. \$3.50.

CALIFORNIA POPPY: See *Eschscholtzia*, Page 31.

CALLIOPSIS annual

DWARF

Drummondi Gold Crest, large golden yellow semi-double with brown zone, 18 in. \$ 0.35 \$ 4.00

TALL, Bicolor, 3½ ft.

Tall All-Double Mixed30	3.50
Tall Varieties Mixed25	3.00

CAMPANULA (Canterbury Bell)

ANNUAL CAMPANULA, 2½ ft.

A strain of Canterbury Bells which will flower in the late summer and autumn from very early spring sowing.

Choice Mixed (Waller-Franklin)85	10.00
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MEDIUM CALYCANTHEMA, Cup and Saucer, 3 ft. biennial

Dark Blue85	10.00
Light Blue85	10.00
Rose85	10.00
White85	10.00
Choice Mixed, extra fine65	8.00

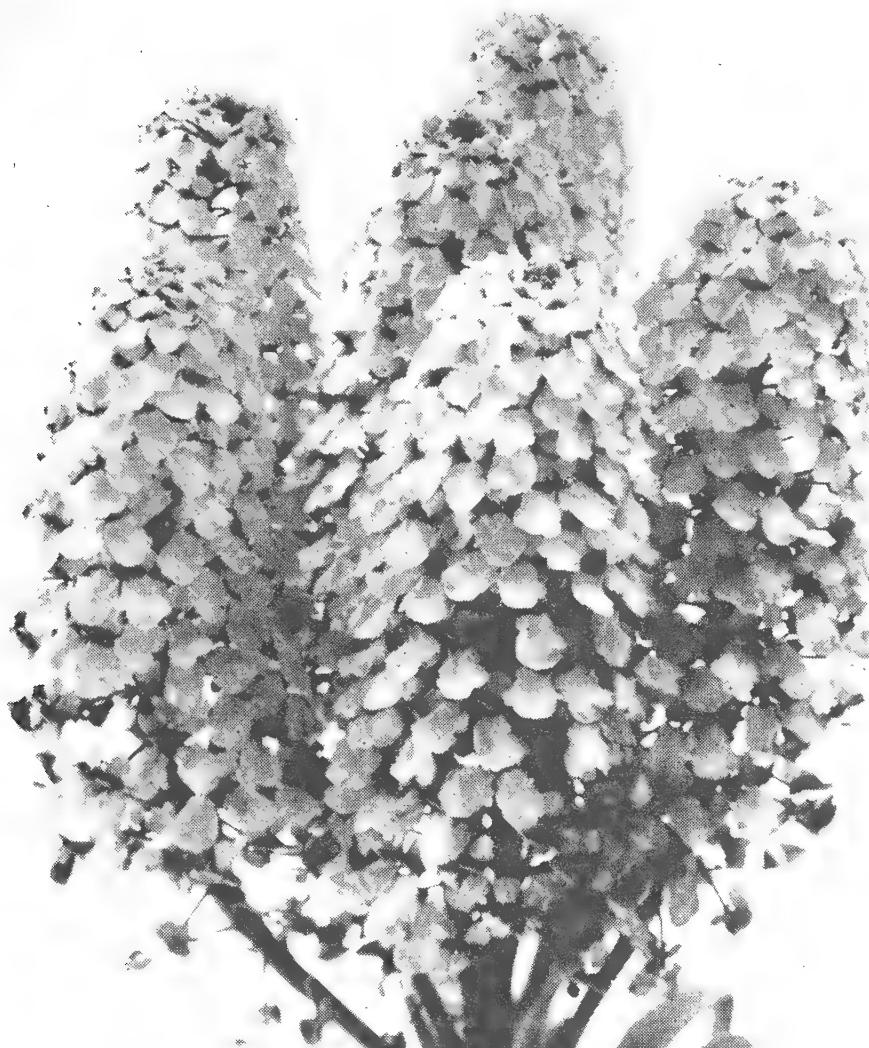
MEDIUM DOUBLE, 3 ft. biennial

Choice Mixed65	8.00
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MEDIUM SINGLE, 3 ft. biennial

Dark Blue45	5.00
Light Blue45	5.00
Pink45	5.00
White45	5.00
Choice Mixed35	4.00

GROWERS OF "MERIT" FLOWER SEEDS



Candytuft, Giant Hyacinth Flowered White (Florist Type)

CANDYTUFT

GIANT HYACINTH FLOWERED WHITE, Florist Type, extra select.

This is a superior strain; it grows about 15 in. high, with enormous trusses of uniform blooms. It has been one of our specialties for over thirty years and every effort is made to keep it at a high state of perfection. We believe it is superior to any other strain.

Price per oz. \$0.45, per lb. \$5.00

Price per oz. per lb.

Giant Hyacinth Flowered White..... \$0.25 \$ 2.50

UMBELLATA, 1 ft. annual

Choice Mixed, all varieties25 2.50

PERENNIAL CANDYTUFT (IBERIS)

Gibraltarica, lilac shading to white, 1 ft..... .50 6.00

Jucunda, dwarf, pink, 4 in..... 7.50

Sempervirens, white, 1 ft..... 1.25 15.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CARDINAL CLIMBER: See *Ipomoea*, Page 35.

CARNATIONS (*Dianthus Caryophyllus*)

For several years we have been acknowledged leaders in the production of American grown Carnation seed. The varieties we offer have proved to be the best types for American gardens. They are carefully grown in well isolated plantings to assure trueness to color and type.

NEW CARNATION, ENGLISH GIANTS, Mixed Colors, 18 inches

The best type of Carnation we have seen for the gardener who appreciates superior size and quality and is willing to give his planting a little extra attention to obtain the best.

If well grown and the secondary buds are removed from under the main bloom, the gardener will obtain blooms comparable to greenhouse grown Carnation.

Price per oz. \$1.65, per lb. \$20.00.

MARGUERITE, 16 to 20 inches.

Choice Mixed	\$0.85	\$10.00
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CHABAUD'S GIANT IMPROVED, 16 to 20 inches.

These Carnations bloom five months from time seed is planted and continue throughout the summer. The plants are of robust upright habit; they form ten to twenty stalks, bearing huge flowers of fine form; they come about 95% double, remarkably true to color, and are clove scented.

Cardinal Red (Sparkler) scarlet red.....	2.10	25.00
Crimson (Nero) maroon red.....	2.10	25.00
Deep Rose	2.10	25.00
Deep Salmon (Aurora or Coppery Salmon).....	2.10	25.00
Flesh Pink (Reine Rose).....	2.10	25.00
Rose Pink (The Pearl).....	2.10	25.00
Salmon Rose (Legion of Honor).....	2.10	25.00
White (Jeanne Dionis)	2.10	25.00
Yellow (Marie Chabaud)	2.10	25.00
Waller-Franklin Formula Blend. A color-balanced blend from separate varieties	2.10	25.00
Choice Mixed, all varieties.....	1.25	15.00

EARLY DWARF VIENNA

Extra Choice Mixed, 15 in.	3.50	40.00
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GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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CARNATIONS (Continued)

ENFANT DE NICE EVERBLOOMING, 20 inches.

The result of a cross between Carnation Chabaud's Giant and Carnation Perpetual. The plants are of robust upright habit, with long, strong stalks bearing flowers 2½ to 3 inches in diameter. This strain is magnificent.

Pale Pink	\$ 5.00
Red (Blood Red)	5.00
Rose, deep	5.00
Salmon, light	5.00
Scarlet	5.00
Striped Mixture	5.00
White	5.00
Waller-Franklin Formula Blend. Made from separately grown varieties blended according to a proven color formula	5.00
Choice Mixed	3.00	\$35.00

GRENADIN, early flowering, 20 inches.

Black King, dark red.....	2.10	25.00
Cardinal Red, scarlet red.....	2.10	25.00
Golden Sun	2.10	25.00
Snow White	2.10	25.00
Triumph, deep pink.....	2.10	25.00
White Gold, soft yellow.....	2.10	25.00
Choice Mixed	1.65	20.00

PERPETUAL GIANT, 16 to 20 inches.

Second only to English Giants in size of bloom and producing excellent cut flowers.

The heavier dark green foliage of the seedling plants make it a favorite variety for bedding-plant growers.

Pennsylvania State College 1947 Trials report on Carnation Perpetual Giant Mixed, "Most fully double, erect, best of Carnation strains."

Choice Mixed	2.50	30.00
TEICHER'S BI-ANNUAL Mixed colors.....	10.00

CELOSIA (Cockscomb)

Childsii (Chinese Wool Flower) Mixed, 2 ft.....	.45	5.00
Cristata Dwarf Empress. Dark foliage, red flowers.....	.65	8.00
Cristata Dwarf Mixed, 1 ft.....	.50	6.00
Plumosa Choice Mixed, 2 ft.45	5.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CENTAUREA (Cornflower or Bachelor's Button)

CYANUS, Tall Double, 3 ft.

WALLER-FRANKLIN SPECIAL STRAINS

The flowers of these strains are large, fully double, and the colors are intensified. Long stems for cutting make these strains popular with cut-flower growers. Grown each year from specially selected plants.

Black Boy, blackish maroon	\$ 0.25	\$3.00
Blue Boy, clear bright blue.....	.25	3.00
Pinkie, deep pink25	3.00
Red Boy, ruby red25	3.00
Snow Man, pure white.....	.25	3.00
Waller-Franklin Special Formula Blend. A bright colored blend made by mixing together the proper amounts of the above five separately grown varieties.....	.25	2.50
Choice Mixed Double20	2.00

CYANUS, Dwarf Double, 1 ft. annual

Jubilee Gem, blue45	5.00
Polar Gem (Waller-Franklin) a new white of the Jubilee Gem habit65	8.00

IMPERIALIS (Imperial Sweet Sultan) 3 ft. annual

Choice Mixed45	5.00
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PERENNIAL CENTAUREA (tender perennial)

Candidissima (Argentea Vera) silvery-white finely cut foli- age, yellow flowers. Used for edgings, window-boxes, etc.; silvery leaves, 1½ ft.	1.65	20.00
Gymnocarpa (Dusty Miller) silvery-grey notched leaves, lavender flowers. Usually used for borders. 2 ft.....	.45	5.00

PHOTOGRAPHS

We have a large collection of photographs of annuals and perennials suitable for catalog work and we will be pleased to send selections for your inspection. Price \$1.00 per print.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds		Price per oz.	Price per lb.
CERASTIUM (Mouse Ear) 1 ft. perennial			
Tomentosum (Snow in Summer) silvery white foliage, rock plant		\$0.65	\$7.50
CHRYSANTHEMUM SINGLE ANNUAL (Painted Daisies) 2 ft.			
Carinatum Tricolor Merry Mixture, a blend of extremely gay tricolors25	3.00
CHRYSANTHEMUM MAXIMUM (Shasta Daisy)			
May Queen (Spring Marguerite) medium-sized flowers, 2 ft.50	6.00
Shasta Alaska, large pure white flowers, 2½ ft.....		.45	5.00
Diener's Giant Double White, 2½ ft.....		5.00
CLARKIA ELEGANS DOUBLE, 2 ft. annual			
Choice Mixed25	3.00
CLEOME (Spiderflower)			
Giant Pink Queen, bright salmon pink. S.M., A.A.S. '42.....		.85	10.00
COBAEA SCANDENS (Cathedral Bells) annual climber			
Violet		1.25	15.00
COCKSCOMB: See Celosia, Page 23.			
COLUMbine: See Aquilegia, Page 16.			
CONVOLVULUS (Morning Glory) annual			
Crimson Rambler10	1.00
Major Mixed, climber10	.80
For giant flowered varieties such as Heavenly Blue, Scar- lett O'Hara, etc., see Ipomoea, page 35.			
COREOPSIS, 3 ft. These are the perennial forms of Calliopsis.			
Double Sunburst, golden yellow35	4.00
Grandiflora Lanceolata, Golden Giant25	3.00
Mayfield Giant, large flowered, golden yellow.....		.25	3.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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COSMOS annual

MAMMOTH FLOWERING SENSATION, 3 ft.

Dazzler, crimson	\$0.35	\$4.00
Pink35	4.00
Radiance (New) A.A.S. '47.....	.35	4.00
White35	4.00
Waller-Franklin Special Blend. A well proportioned mixture of the above four separately grown varieties.....	.35	4.00
Choice Mixed, A.M., A.A.S. '36.....	.25	3.00

EXTRA EARLY SINGLE MAMMOTH FLOWERING, 2½ ft.

Crimson35	4.00
Pink35	4.00
White35	4.00
Choice Mixed25	3.00

LATE MAMMOTH SINGLE, 4 ft.

Perfection Giant Flowering Fine Mixed.....	.20	2.00
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HYBRIDA

Yellow Flare25	3.00
Orange Flare (Early Flowering) G.M., A.A.S. '35, 2½ ft...	.25	3.00
Orange Ruffles, semi-double35	4.00

CYNOGLOSSUM

(Chinese Forget-me-not) annual

Amabile Deep Ultramarine Blue, 2 ft.....	.15	1.50
Amabile Pink, 2 ft.25	3.00
Amabile Dwarf Compactum Firmament, A.A.S. '39. 15-in.....	.20	2.00

DAHLIA

Waller-Franklin Dwarf Hybrids, greatly improved Unwin type which produces a high percentage of doubles from seed	1.00	12.00
Unwin's Dwarf Hybrids Mixed, miniature early flowering, double and semi-double hybrids, 18 to 24 in. high, with a wide range of colors.....	.65	8.00
Coltness Waller-Franklin Formula Mixed.....	.85	10.00
Mignon Dwarf Choice Mixed.....	.85	10.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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DELPHINIUM

CHINENSIS (Butterfly Delphinium)

While the *Chinensis* type of *Delphinium* is classified as a perennial, they will, if sown early, bloom the first year, and continue to bloom the next two or three years following.

Dwarf Azure Fairy, azure blue, 12 in.....	\$ 0.50	\$ 6.00
" Blue Butterfly Improved, ultramarine blue, 12 in.....	.50	6.00
" Blue Mirror (New) large navy blue spurless flowers opening upward. 15 in. See Page 11	1.25	15.00
Tall Cambridge Blue (Waller-Franklin) belladonna blue, 2 ft....	1.00	12.00
" Dark Blue, 2 ft.50	6.00
" White, 2 ft.50	6.00
" Mixed, 2 ft.45	5.00

BELLADONNA TYPE

Belladonna Improved (Waller-Franklin Special Strain).

Clear light blue, large flowered and a strong grower.

The finest strain of Belladonna on the market..... 2.10 25.00

Belladonna Cliveden Beauty (True) Light blue.....

Belladonna Hybrids. A well-balanced mixture of the various light and dark blue shades.....

Bellamosum Improved (Waller-Franklin Special Strain).
Clear large deep blue flowers (Phenyl Blue, Ridgway)
uniform in color.....

Bellamosum, dark blue.....

Cardinale, scarlet.....
Lamartine, gentian blue with cream center.....

ANSWER KEY

EXHAM TYPE, 5 ft.

WREXHAM TYPE, 5 ft.

Waller-Franklin Wrexham Finest Mixed..... 2.50 30.00

BLACKMORE AND LANGDON TYPE

Hybrids XXX Mixed (Waller-Franklin)..... 1.25 15.00
Gold Medal Hybrids Mixed65 8.00

WALLER-FRANKLIN SEED COMPANY



*Our New Pacific Giant Delphinium are grown each year from
originator's newest strains.*

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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DELPHINIUM

THE NEW PACIFIC GIANTS

Huge flowers two and one-half to three and one-half inches in diameter, beautifully spaced on well balanced spikes. Thin woody stems. Comparatively mildew resistant, this strain is practically 100% double.

We are pleased to offer a complete list of the originator's newest and finest strains, all carefully grown by us each year from the originator's cross-pollinated seed.

GROWN FROM ORIGINATOR'S STOCK

Black Knight Series , dark blue (Dark Bee).....	\$6.25	\$75.00
Blue Bird Series , clear medium blue (White Bee).....	6.25	75.00
Bluejay Series , clear medium blue (Dark Bee).....	6.25	75.00
Cameliard Series , pure lavender (White Bee).....	6.25	75.00
Galahad Series , giant glistening white (White Bee).....	6.25	75.00
Guinevere Series , light pinkish lavender (White Bee).....	6.25	75.00
King Arthur Series , dark violet (White Bee).....	6.25	75.00
Lancelot Series , clear lilac self (White Bee).....	6.25	75.00
Percival Series , white (Black Bee).....	6.25	75.00
Round Table Series , a mixture of the originator's newest unnamed shades and types.....	6.25	75.00
Summer Skies Series , clear light blue (White Bee).....	6.25	75.00
Dark Blue Shades	5.00	60.00
Lavender Pastel Shades	5.00	60.00
Light Blue Shades	5.00	60.00
Medium Blue Shades	5.00	60.00
Violet Shades	5.00	60.00
Pacific Giants White	5.00	60.00
Waller-Franklin Pacific Giants Mixed Colors. An unusually fine mixture grown from our own carefully developed formula using originator's seed of the above "Series." This assures you of distinctly superior quality.....	4.00	45.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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DIANTHUS (Pinks)

Annual Varieties

CHINENSIS (China or Indian Pinks) 1 ft.

Double Choice Mixed.....	\$0.25	\$3.00
Single Choice Mixed.....	.25	2.50

HEDDEWIGII, 1 ft.

Single Brilliant Mixture, a new mixture of larger flowers....	.35	4.00
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HEDDEWIGII LACINIATUS, 1 ft.

Double Choice Mixed40	4.50
Single Choice Mixed35	4.00
Single Gaiety. The largest flowers with deeply fringed edges and in the most brilliant colors. See Page 12.35	4.00

SWEET WIVELSFIELD, 1 ft. annual

Single Choice Mixed35	4.00
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Hardy Perennial Varieties

PLUMARIUS (Grass or Clove Pinks) 1 ft.

Cyclops (Single Perpetual) various colors, red eye.....	1.25	15.00
Double (Double Pinks) Fine Mixed.....	1.25	15.00
Nanus (Dwarf Double Pinks) Choice Mixed.....	1.65	20.00
Single (Single Pinks) Fine Mixed.....	.65	8.00
Semperflorens Mixed (Florists' Perpetual Pinks) double.....	1.25	15.00
Scoticus Double, Special Florist Strain.....	2.00	24.00
Spring Beauty, Extra Double Giant Mixed.....	2.00	24.00

ALLWOODII, 1 ft.

Allwoodii Mixed. Double and single mixed. Free flowering, with a wide range of color.....	2.00	24.00
Allwoodii Alpinus, flowers first year from seed, 4 to 6 in. high, mixed colors. A gem for the rock garden, fragrant	2.00	24.00

UNUSUAL VARIETIES

Caesius Grandiflorus (Cheddar Pinks) pink, 1 ft.....	.50	6.00
Deltoides Brilliant (Maiden Pinks) rich rose pink, 4-in.....	5.00
Little Jock Hybrids. A rare very dwarf rock garden species, mixed colors, 6 inches.....	5.00
Winteri, Mixed Colors. A new strain of large, single, brightly- zoned flowers on stiff stems. 1 ft.....	3.50

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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DIDISCUS (Blue Lace Flower) 2½ ft.

Coeruleus, blue	\$.35	\$4.00
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DIGITALIS (Foxglove) 5 ft. biennial

Gloxinioides Mixed40	4.50
The Shirley, enormous spotted flowers, mixed.....	.50	6.00

DIMORPHOTHECA (Star of the Veldt) 1 ft. annual

Aurantiaca Golden West85	10.00
Aurantiaca Orange Improved85	10.00
Aurantiaca Salmon Beauty85	10.00
Aurantiaca White Beauty85	10.00
Aurantiaca Mixed Hybrids65	8.00
Ecklonis, white with blue disc, 2 ft.....	1.65	20.00

DOLICHOS annual climber

Lignosus (Australian Pea Vine).....	.65	7.50
Lablab (Hyacinth Bean Vine) Mixed colors. Purple and white flowered mixed10	.70

DUSTY MILLER: See *Centaurea Gymnocarpa*, Page 24.

ESCHSCHOLTZIA (California Poppy) 1 ft. annual

Aurantiaca (Orange King) rich orange, true California Poppy, A.M., R.H.S.15	1.50
Carmine King, deep carmine.....	.25	2.50
Golden West (Californica) yellow with orange center. H.C., R.H.S.	.20	2.00
White20	2.00
Brilliant Mixed, mixture of all above colors.....	.15	1.75
Mixed, white, yellow and orange.....	.15	1.50

EUPHORBIA, 2 ft. annual

Variegata (Snow-on-the-Mountain)25	3.00
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FEVER FEW: See *Matriacaria*, Page 41.

FOUR O'CLOCKS: See *Marvel of Peru*, Page 41.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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GAILLARDIA (Blanket Flower)

PICTA 2 ft. annual

Single Indian Chief, bronzy red.....	\$0.60	\$ 7.00
Single Mixed45	5.00
Lorenziana Double Choice Mixed.....	.50	5.50
Lorenziana Double New Hybrids. A better mixture of brighter colors, larger, more fully double flowers.....	.70	8.50

GRANDIFLORA, 3 ft. perennial

Portola Hybrida (Waller-Franklin) red, golden tipped.....	.65	7.50
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GERANIUM (Pelargonium Zonale)

Fancy Mixture	4.00	45.00
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GERBERA (Transvaal Daisy) 2 ft.

Waller-Franklin Hybrids (New). A new and exclusive strain of exceptional quality and color range. See Page 5. Per 1000 seeds \$3.50, per oz. \$18.00.

Giant Hybrids Mixed. Per 1000 seeds \$3.00, per oz. \$15.00.

GEUM (The Rose of the Rockery) 2 ft. perennial

Lady Stratheden, orange yellow	2.50	30.00
Mrs. Bradshaw, scarlet	1.70	20.00
Orange Queen, orange scarlet.....	2.50	30.00
Choice Mixed	2.10	25.00

GILIA annual

Capitata Reselected, rich sky blue, large blooms. A good cut flower, 3 ft.35	4.00
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GODETIA

Tall Double Grandiflora Mixed25	3.00
Duke of York, upright single45	5.00

GOURDS (Ornamental Varieties)

Large Sorts Mixed15	1.40
Small Sorts Mixed15	1.40
Large and Small Sorts Mixed.....	.10	1.20

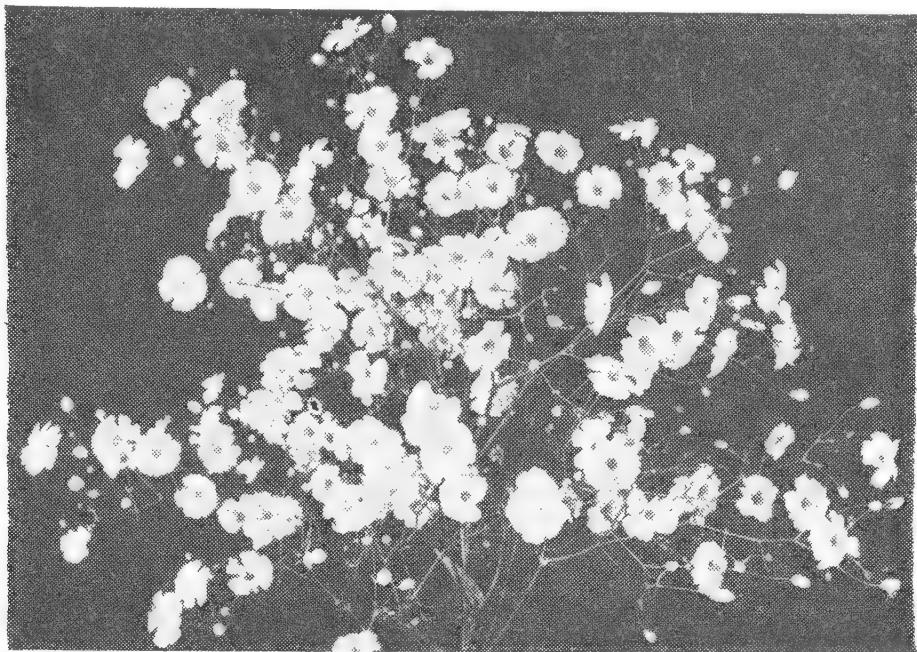
GREVILLEA (Silk Oak) greenhouse plant

Robusta	1.25	15.00
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GROWERS OF "MERIT" FLOWER SEEDS

Flower
Seeds

Price per oz. Price per lb.



Gypsophila Elegans, Covent Garden Market Reselected

GYPSOPHILA

ELEGANS (Chalk Plant) annual

COVENT GARDEN MARKET RESELECTED, 2 ft.

An improved giant pure white, unsurpassed as to size of bloom as well as form. A florist strain.

Price per oz. \$0.10, per lb. \$0.80.

London Market, large flowered, 2½ ft..... \$0.10 \$0.60

Paris Market, large flowered, extra select, 2 ft..... .10 .60

PANICULATA (Baby's Breath) 3 ft. perennial

Double Snow White 2.10 25.00

Single White25 2.50

REPENS, 6 in. perennial

Rose 1.50 17.50

White 1.50 17.50

HELIANTHUS: See Sunflower, Page 63.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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HELICHRYSUM (Strawflower) 3 ft. annual

Monstrosum Double, Choice Mixed	\$0.45	\$5.00
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HEUCHERA

(Alum Root or Coral Bells) 1½ ft. perennial

Sanguinea Hybrids Mixed Colors	15.00
Sanguinea Spitfire, large rich scarlet.....	15.00
Sanguinea Splendens, vermillion	15.00

HOLLYHOCK (*Althea rosea*)

Perennial, 6 to 7 ft.

Chater's Double Chamois	1.25	15.00
" " Crimson	1.25	15.00
" " Deep Rose (Enchantress)	1.25	15.00
" " Lilac	1.25	15.00
" " Maroon (Black Gem).....	1.25	15.00
" " Newport Pink	1.25	15.00
" " Salmon Rose	1.25	15.00
" " Scarlet (Fire King).....	1.25	15.00
" " Sulphur Yellow (Golden Drop).....	1.25	15.00
" " White (Virgin Queen).....	1.25	15.00
" " Waller-Franklin Formula Mixture.....	1.25	15.00
" " Superb Mixed.....	.85	10.00
Imperator, fringed flowers, pink to cerise salmon.....	.85	10.00
Triumph Double Mixed. Flowers waved and fringed.....	.85	10.00
Triumph Supreme (Waller-Franklin) A new double flower- ing variety of unusual colors. Starts flowering the first year. See Page 3.	1.65	20.00
Double, Semi-double and Single Mixed.....	.35	4.00
Allegheny Mixed, semi-double, art shades.....	.35	4.00
Single Mixed30	3.50
ANNUAL HOLLYHOCK Indian Spring, S.M., A.A.S. '39.....	.45	5.00

IBERIS. See Candytuft, Page 21.

ICELAND POPPY: See Poppy Nudicaule, Page 48.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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IPOMOEA annual climber

Noctiflora

White Moonflower. Night blooming, white seeded.....	\$0.20	\$ 2.00
Giant Pink Moonflower.....	.20	2.00

Quamoclit

Scarlet (Cypress Vine).....	.65	8.00
Sloteri (Cardinal Climber)	1.00	12.50
Mixed85	10.00

Giant Flowering (Rubro-Caerulea)

Blue Star (A.A.S. '48) Sky-blue with mid-blue ribs in form of a star50	6.00
Cornell. Rosy-crimson with white edge.....	.50	6.00
Darling, (New) A new brilliant rosy-red with pure white throat, brighter than Scarlett O'Hara. Climbs and blooms freely like Heavenly Blue and Pearly Gates.....	.85	10.00
Heavenly Blue Clarke's Strain, sky blue, shading golden yellow in throat, extremely early.....	.25	2.50
Pearly Gates, lovely lustrous white. S.M., A.A.S. '42.....	.30	3.25
Scarlett O'Hara, G.M., A.A.S. '38.....	.50	6.00
Giant Mixed. Mixture of red, white and blue.....	.25	2.50

*For the smaller flowered Morning Glories see *Convolvulus*, page 25*

KOCHIA (Summer Cypress) 3 ft. annual

Childsii, compact, symmetrical and uniform.....	.10	1.00
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LANTANA greenhouse annual

Hybrida Mixed, 2½ ft.....	.60	7.00
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LARKSPUR (Larks-Heel) annual

EARLY GIANT HYACINTH FLOWERED IMPROVED, 3 ft.

Dark Blue	1.25	15.00
Lilac	1.25	15.00
Pink	1.25	15.00
Purple	1.25	15.00
White	1.25	15.00
Choice Mixed	1.25	15.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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LARKSPUR (Continued)

GIANT IMPERIAL, 4 ft.

This type of Larkspur is ideal for cut flowers as the flower stems, three to four feet long, branch from the base of the plant.

Blue Bell, light blue	\$0.35	\$ 4.00
Blue Spire (Waller-Franklin) deep Oxford blue.....	.35	4.00
Carmine King, carmine rose.....	.35	4.00
Dazzler, carmine35	4.00
Exquisite Pink Improved (Waller-Franklin) soft pink shaded salmon, A.M., R.H.S.....	.35	4.00
Exquisite Rose (Waller-Franklin) rose pink, A.M., R.H.S.....	.35	4.00
Lilac King, rich lilac.....	.35	4.00
Los Angeles Improved, rose.....	.35	4.00
Miss California, deep rose on salmon.....	.35	4.00
Rosalind (Waller-Franklin) rose suffused salmon.....	.35	4.00
Sweet Lavender, lavender35	4.00
White King, fine white.....	.35	4.00
Waller-Franklin Formula Mixture, "Just a little bit better"	.35	4.00
Choice Mixed30	3.75

TALL BRANCHING DOUBLE STOCK FLOWERED, 4 ft.

Choice Mixed25	3.00
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LATHYRUS (Everlasting Pea) perennial climber

Latifolius Pink Beauty85	10.00
Latifolius Red85	10.00
Latifolius White Pearl85	10.00
Latifolius Mixed65	7.50

LAVATERA (Mallow) perennial

Assurgentiflora (California Windbreak) rose, 10 ft.....	.20	2.00
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LAVENDER perennial

Munstead Strain, dwarf, deep lavender, 1 ft.....	1.65	20.00
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LILIUM (Regal Lily) 4 ft. perennial

Regale	1.00	12.00
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GROWERS OF "MERIT" FLOWER SEEDS



Lathryus Latifolius White Pearl (See page 36)

Price per oz. per lb.

LINARIA (Wild Snapdragon) 1 ft. annual

Maroccana Hybrida Excelsior Mixed.....	\$0.25	\$ 3.00
Fairy Bouquet Mixed, compact plants about eight to ten inches high, in many distinct colors.....	.45	5.00

LINUM (Scarlet Flax) annual

Grandiflorum Rubrum, 1½ ft.....	.20	2.00
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LINUM (Perennial Flax)

Flavum, golden yellow, fine rock plant, 1 ft.....	1.65	20.00
Flavum Nanum Compactum, dwarf, yellow, 6 in.....	1.65	20.00
Perenne Sibiricum, blue, 2½ ft.....	.35	4.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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LOBELIA ERINUS annual

COMPACT VARIETIES

CRYSTAL PALACE

A Waller-Franklin reselected strain. True, dark blue, dark foliage.

Price per oz. \$1.25, per lb. \$15.00.

Cambridge Blue, light blue, green foliage.....	\$2.10	\$25.00
Emperor William (Celestial), gentian blue, green foliage.....	.85	10.00
Mrs. Clibran, deep blue, white eye.....	2.10	25.00

TRAILING

Sapphire, sapphire blue, white eye.....	1.65	20.00
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LUPINUS

HARTWEGII GIANT KING, 3 ft. annual

Waller-Franklin King strain of Lupinus have larger flowers, closer placed on longer spikes and in more distinct colors. They grow taller and are more vigorous, much to be preferred over the older ordinary strains of Hartwegii.

Blue (Waller-Franklin) Oxford Blue.....	.45	5.00
Heliotrope (Waller-Franklin) rosy purple.....	.45	5.00
Sky Blue (Waller-Franklin) light blue.....	.45	5.00
White (Waller-Franklin) pure white.....	.45	5.00
Waller-Franklin Formula Mixture, A.M., A.A.S. '33.....	.35	4.00
Choice Mixed25	3.00

DWARF HARTWEGII, 8 in.

Pixie Delight. Very free flowering in a wide range of colors.

See Page 6.....	.65	8.00
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SMALL SEEDED SORTS

Nanus Blue, 1 ft. (California Native).....	.20	2.00
Texas Blue Bonnet (Texas State Flower) 1 ft.....	.20	2.00
Mixed Varieties20	2.00

Perennial Varieties

POLYPHYLLUS. 3 to 4 ft.

Russell Mixed. Every imaginable color.....	.85	10.00
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ARBOREUS. 4 ft.

Lavender Tree30	3.50
Yellow Tree30	3.50

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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MARIGOLD (*Tagetes*) annual

TALL AFRICAN DOUBLE FISTULOSA, 3 ft.

ALL-DOUBLE—An especially fine tall branching strain, bearing enormous flowers of the quilled type. One of the greatest improvements in the history of African Marigolds. No longer do we have to be content with a high percentage of singles. This strain is 100 per cent double, with huge perfectly formed blooms.

As originators, we claim to have the most perfect and best strains. Especially selected for florists.

Lemon All-Double (Waller-Franklin)

Orange All-Double (Waller-Franklin) A.M., R.H.S., '33

Each of above varieties: Price per oz. \$0.75, per lb. \$9.00.

Mixed All-Double. An exceptional mixture made from the two separately grown colors, assuring the proper color balance and best possible quality. Price per oz. \$0.50, per lb. \$6.00.

AFRICAN DOUBLE IMBRICATA (Carnation Flowered)

Burpee Gold Improved, orange (odorless foliage) 2½ ft..... \$0.40 \$ 4.50

Frills, bright golden orange with frilled and waved petals.

Odorless foliage. 2 ft.50 6.00

Guinea Gold, golden orange, 2½ ft..... .35 4.00

Mayling (Odorless Foliage) Yellow. Blooms same time as
Guinea Gold. 2½ ft..... .50 6.00

Yellow Supreme, creamy lemon yellow, 2½ ft..... .35 4.00

GIGANTEA, 3½ ft.

Sunset Giants. Huge flowers with a color range through
orange, yellow and primrose..... .45 5.00

COLLARETTE, 2½ ft.

Crown of Gold, bright golden orange (odorless foliage)
G.M., A.A.S. '3745 5.00

A SPECIAL MIXTURE (Waller-Franklin) 3 ft.

Treasure Chest. A strikingly brilliant blend of African and
various large flowered types with a wide range of color
and bloom forms, all early flowering..... .35 4.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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MARIGOLD (Continued)

CHRYSANTHEMUM FLOWERED

Early Sunrise (Dixie Sunshine) dazzling golden yellow. 4 ft.	\$.65	\$ 7.50
Mammoth Mum, light sulphur yellow, 2½ ft. A.A.S.....	2.10	25.00

Mission Giants

A new personality in Marigolds of exceptional merit. The plants grow about 18 inches high and show much more than the ordinary amount of vigor. Under our field conditions the plants, which are base branching, produce from 8 to 12 stems of excellent cutting length. The blooms, which measure from 4 to 5 inches in diameter, are almost a perfect ball.

Mission Giant Goldsmith (Waller-Franklin) rich golden orange, B.M., A.A.S. '4185	10.00
Mission Giant Limestone (Waller-Franklin). A new soft lemon yellow85	10.00
Mission Giant Yellowstone (Waller-Franklin) clear golden yellow, H.M., A.A.S. '42.....	.85	10.00
Mission Giant Mixed. Exclusive, our mixture is now made up of the three colors in correct proportion.....	.65	8.00

FRENCH DOUBLE, Dwarf, 1 ft.

Eldorado (Waller-Franklin) A new compact and uniform canary yellow. 10 in. (See Page 9).....	.45	5.00
Harmony, deep orange, with maroon-brown collar.....	.25	2.50
Harmony Hybrids, mixture of Harmony type, crested flowers25	2.50
Melody, brilliant orange. B.M., A.A.S. '42.....	.25	2.50
Robert Beist, dark maroon35	4.00
Royal Scot (Striped) extra select.....	.25	3.00
Scarlet Glow, mahogany turning to orange scarlet. H.M., A.A.S. '4125	3.00
Monarch Strain Mixed45	5.00
Choice Double Mixed20	2.00

FRENCH DOUBLE, Dwarf Minature. 6 in.

Butterball, soft butter yellow. B.M., A.A.S. '42.....	.45	5.00
Midget Harmony. Flowers same as Harmony.....	.45	5.00
Spry, yellow crested center, guard petals mahogany-red. S.M., A.A.S. '4145	5.00
Spry Hybrids (Waller-Franklin) A new hybrid strain of true Minature habit in a complete range of colors and flower type. (See Page 9).....	.45	5.00
Sunkist, bright golden orange.....	.45	5.00
Yellow Pigmy, H.M., A.A.S. '40.....	.45	5.00
Gem Mixture45	5.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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MARIGOLD (Continued)

FRENCH SINGLE, Dwarf and Tall

Ferdinand, Harmony type bloom, 2 ft.....	\$0.35	\$ 4.00
Flash, red and gold bicolor, 15 in., B.M., A.A.S. '43.....	.25	3.00
Naughty Marietta (New) golden yellow blotched maroon at the base of the petals, 12 in.....	.45	5.00
Red Head (New) large single rich mahogany with crested center of orange tipped maroon. 1 ft.....	.45	5.00
Single Brown (Josephine) for florists, 3 ft.....	.25	3.00

TAGETES SIGNATA PUMILA

Gnome, deep orange, 9 in.45	5.00
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MARVEL OF PERU (Four O'Clocks) annual

Mirabilis. Choice Mixed15	1.75
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MATRICARIA, Fl. Pl. perennial

Exima Grand. Double White, select strain, 2 ft.....	1.65	20.00
“ “ Ball's Double White, extra select, 18 in.....	2.50	30.00
“ “ Golden Ball, dwarf double, 8 in.....	1.25	15.00
Capensis Alba Plenissima (Feverfew) 2 ft.....	.70	8.00

MATTHIOLA (Evening Scented Stock) 2 ft. annual

Bicornis, lilac flowers, exquisitely perfumed.....	.15	1.50
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MIGNONETTE (Reseda Odorata) annual

The following are the five best Florist Machet Mignonettes. They have been grown and selected by us for many years and they have always given satisfaction.

Goliath Red, Waller-Franklin Select Strain, 1 ft.....	.45	5.00
Machet Improved, 1½ ft.....	.25	2.00
“ Special Mixture, 1 ft.....	.25	2.50
New York Market, Waller-Franklin Select Strain, 1½ ft.....	.45	5.00
Reseda Odorata Grandiflora Improved, 1½ ft.....	.15	1.50

MORNING BRIDE: See Scabiosa, Page 50.

MORNING GLORY: See Ipomoea, Page 35 and Convolvulus, Page 25.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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NASTURTIUM (Indian Cress)

SEMI-DOUBLE GLEAM

Golden Gleam, golden yellow, G.M., A.A.S. '33, A.M., R.H.S. '32.....	\$0.90
Indian Chief, dark foliage, brilliant scarlet.....	.90
Indian Summer, dark foliage, orange buff.....	.90
Mahogany, dark mahogany red.....	.90
Salmon Gleam, golden salmon90
Scarlet Gleam, fiery scarlet, G.M., A.A.S. '35.....	.90
Glorious Gleam Hybrids Mixed, A.M., A.A.S. '35.....	.90

SEMI-DOUBLE DWARF, 1 ft.

Low, compact, globe-shaped plants without the tendency to "over-grow" into large plants, even during hot weather.

Golden Globe, golden yellow90
Mahogany Gem, dark mahogany red.....	.90
Scarlet Globe, fiery scarlet.....	.90
Gem Mixed, well balanced range of colors.....	.90
Giant Mixed, dwarf compact90

SINGLE DWARF, 1 ft.

Dark Scarlet (Empress of India, Crimson).....	1.00
Waller-Franklin Formula Mixture of Dark Leaved Varieties, an exceptionally good well-balanced mixture of fully 50% dark foliaged varieties	1.00
Choice Mixed85

SINGLE TALL or CLIMBING

Scarlet (Brilliant, Schulzi)	1.00
Waller-Franklin Formula Mixture of Dark Leaved Varieties, an exceptionally good well-balanced mixture of fully 50% dark foliaged varieties	1.00
Choice Mixed75

NEMESIA

STRUMOSA GRANDIFLORA (SUTTONI) 1 ft. annual

Choice Mixed	2.10	25.00
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NANA COMPACTA, 9 in. annual

Blue Gem Improved	5.00
Fire King, cerise scarlet	5.00
Triumph Mixed	2.50	30.00
Superbissima Grandiflora Mixed, dwarf, splendid colors.....	2.50	30.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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NEMOPHILA, 6 in. annual

Insignis Blue (Baby Blue Eyes).....	\$ 0.25	\$ 2.50
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NICOTIANA (Tobacco) annual

Affinis Sweet Scented Crimson King, 3 ft.....	.65	7.50
Affinis Sweet Scented White, 3 ft.....	.25	3.00
Affinis Sweet Scented Choice Mixed, 3 ft.....	.25	3.00
Affinis Sweet Scented Dwarf Crimson Bedder, 15 in.....	.65	7.50
Daylight Sensation Mixture (New), 2 ft. See Page 6.....	.65	8.00
Miniature White (Suaveolens) 1½ ft., fragrant.....	5.00

NIEREMBERGIA (Cup Flower)

Purple Robe. A.A.S. '42. Deep purple, 8 to 10 inches.....	10.00
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PANSY (Viola Tricolor)

The advantages of carefully grown California Pansy seed are high germination, increased longevity, and early delivery. We can usually furnish high germinating seed for your July-August sales.

Waller-Franklin Special Formula Mixture of Swiss Giants

A magnificent blend of Swiss Giant Pansy, characterized by a predominance of rich wine colors. It far surpasses, in form and range of dark, rich colors, any mixture of Swiss Giant Pansy we have seen. The plants are uniformly compact and most of the blooms are waved, giving them the appearance of being frilled. This Formula Mixture has been one of our special items for a number of years.

Waller-Franklin Special Formula Mixture.....	6.75	80.00
Super Swiss Giants, Superb Mixed.....	5.50	65.00
America, Special Florists' Strain Mixed.....	5.00	60.00
Maple Leaf Giants Mixed.....	6.25	75.00
Oregon Giants Bright Mixture.....	5.50	65.00
Tall Winter Flowering (Florist Strain) Mixed colors.....	10.00

PASSIFLORA (Passion Flower)

Edulis, blue and white.....	1.25	15.00
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PENTSTEMON (Beard Tongue) perennial

Hybrid Gloxinoides. Choice Mixed (Sensation) 2½ ft.....	1.65	20.00
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WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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PETUNIA annual

HYBRIDA, 1½ ft.

Blue Bee (Waller-Franklin) the blue of Viola Jersey Gem.....	\$0.85	\$10.00
Flaming Velvet. Bright crimson red.....	1.65	20.00
General Dodds, velvety blood red.....	1.00	12.00
Howard's Star, reddish-purple, white star.....	1.50	18.00
Howard's Star Improved (Waller-Franklin) large-flowered velvety violet-purple, pure white star.....	2.50	30.00
Radiance (Waller-Franklin) cerise rose, S.M., A.A.S. '41.....	2.10	25.00
Rose King85	10.00
Topaz Queen (Waller-Franklin) A large flowered brilliant carmine-rose with a golden throat.....	2.10	25.00
Topaz Rose (Waller-Franklin) fiery rose, topaz throat. Special Mention A.A.S. '38.....	2.10	25.00
Violacea, deep violet85	10.00
White King85	10.00
Waller-Franklin Formula Blend. A new mixture made by blending together proper proportions of the best of the separately grown largest varieties. This assures a bright color-blend of only the clear, distinct colors.....	1.50	17.50
Choice Mixed. An excellent mixture of all colors.....	.65	8.00

BALCONY (Pendula) Suitable for any situation. 1½ ft.

Black Prince, velvety red.....	3.50	40.00
Blue, velvety violet blue, extra select.....	2.10	25.00
Crimson, dark red	2.10	25.00
Rose, fiery rose, select strain.....	2.10	25.00
Royal Rose (Waller-Franklin). A new clear warm rose of immense size. See Page 4.	3.50	40.00
Star of California (Waller-Franklin) violet-purple, white star	2.10	25.00
White, pure white, A.M., R.H.S. '35. One of the finest whites in Petunias	2.10	25.00
Choice Mixed, includes all the above varieties.....	1.65	20.00

RUFFLED NANA COMPACTA

Martha Washington (Waller-Franklin). Compact ruffled blush-pink heavily veined. Very satisfactory and withstands extreme summer heat. 6 in.....	15.00
Little Giants Mixed (Waller-Franklin) Very compact plants completely covered for a long season with well-ruffled flowers in all shades. 10 in. See Page 11.	15.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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PETUNIA (Continued)

GRANDIFLORA NANA COMPACTA

King Henry, rich velvety red.....	1/4 oz. \$4.50	\$15.00
Velvet Ball, velvety blood red, A.A.S. '39.....	1/4 oz. 4.50	15.00

HYBRIDA NANA COMPACTA

WALLER-FRANKLIN'S SPECIAL STRAINS OF DWARF SINGLE BEDDING PETUNIAS

Celestial Rose (Waller-Franklin). Low growing compact mounds of bright rose with a small white eye.....	\$2.10	\$25.00
Rose of Heaven (Waller-Franklin). Of the same compact growth and uniformity as Celestial Rose but a lighter shade and a little softer tone without a white eye.....	2.10	25.00
Rosy Morn (Waller-Franklin). Much more compact than most other strains, but exceedingly uniform. The same bright rose shade as our Celestial Rose, but with a larger distinct white center	2.10	25.00
Silver Blue or Heavenly Blue (Waller-Franklin). This medium light blue of our own development is finding a steadily increasing demand. Its uniformity of non-fading color and its good compact habit of growth make it the most desirable light blue.....	4.20	50.00
Snowball Improved (Waller-Franklin). The first pure white true companion to the other five colors. The flowers are large, full round with a light throat. The plants are the same low growing, compact mounds and exceptionally uniform. See Page 8.	3.00	35.00
Violet Blue (Waller-Franklin). The best deep violet-blue of compact growth to plant together with any of the above varieties	5.00	60.00
Waller-Franklin Special 4-Color Blend. A very special mixture we blend together from the four distinct colors; pink, white, violet, and light blue. This makes an exceptionally pleasing mixture of very distinct and contrasting colors. All grow the same heights in our plantings....	2.50	30.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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PETUNIA (Continued)

HYBRIDA NANA COMPACTA, 1 ft.

Admiral, rich violet blue with waved flowers.....	\$10.00	\$.....
Blue Bedder. Mid-blue, taller than the other varieties.....	1.65	20.00
Blue Bedder Improved (Waller-Franklin) New. More compact growing and a better color. See Page 4.....	4.20	50.00
Celestial Rose , see page 45.....	2.10	25.00
Elk's Star (Waller-Franklin). A new more compact strain of Howard's Star color. Uniform and early.....	5.00	60.00
English Violet. Medium shade of violet-blue. Slightly taller.....	5.00	60.00
Fire Chief. Scarlet red. Gold Medal A.A.S. 1950.....	10.00	100.00
Glow. The brightest of all in this group. A dazzling carmine and compact growing.....	5.00	60.00
Glowing Rose. The same color and habit as Celestial Rose, but flowers a little larger and of slightly deeper tone.....	5.00	60.00
Igloo. Very compact, similar to Snow Mountain.....	5.00	60.00
Rose of Heaven , see page 45.....	2.10	25.00
Rosy Morn , see page 45.....	2.10	25.00
Silver Blue (Heavenly Blue), see page 45.....	4.20	50.00
Snowball Improved , see page 45.....	3.00	35.00
Snow Mountain. Extra compact pure white. Especially floriferous and small flowered	5.00	60.00
Twinkles. Brilliant rose starred white. Very low growing.....	5.00	60.00
Violacea. Vigorous, free flowering violet, but taller than the other varieties	1.65	20.00
Violet Blue , see page 45.....	5.00	60.00
Waller-Franklin Special 4-Color Blend , see page 45.....	2.50	30.00
Waller-Franklin Formula Mixture. A very good mixture made by blending together the best of all the most compact growing of the above varieties and including a complete range of colors.....	1.65	20.00
Choice Mixed	1.25	15.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price 1/16 oz.	Price 1/4 oz.	Price per oz. ←
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PETUNIA (Continued)

GRANDIFLORA SINGLE PLAIN EDGED

Dazzler (Waller-Franklin). An exceedingly brilliant, low growing, dazzling rosy scarlet.....	\$2.50	\$ 7.50	\$25.00
Dwarf Elk's Pride (Waller-Franklin). Rich velvety violet blue, uniformly larger flowered and lower growing	2.00	6.00	20.00
Snowstorm Improved. Immense pure white.....	2.00	6.00	20.00

GRANDIFLORA SINGLE FRINGED

Super Fluffy Ruffles Mixed (Waller-Franklin). Heavily fringed and frilled in a beautiful range of all colors	2.00	6.00	20.00
Theodosia Improved (Waller-Franklin). Deeply fringed bright rosy-pink with golden throat	2.50	7.50	25.00

DWARF ERFURT SINGLE FRINGED

Lace Veil. Pure white.....	4.00	12.00	40.00
Setting Sun. Brilliant rose.....	4.00	12.00	40.00

LARGE FLOWERED RUFFLED

Garden Giants (Waller-Franklin). A new strain unusually satisfactory for the home garden. Profuse blooming in bright colors. 10 to 12 in.....	2.00	6.00	20.00
Ruffled Monsters Choice Mixed	2.50	7.50	25.00

GIANTS OF CALIFORNIA. 15 to 18 in.

Waller-Franklin Formula Mixture. The largest of all in many colors.....	2.50	7.50	25.00
Choice Mixed	2.00	6.00	20.00

DWARF GIANTS OF CALIFORNIA. 8 to 10 in.

Waller-Franklin Extra Dwarf Formula Mixture. Especially developed for the pot-plant grower. Enormous blooms on very small plants.....	3.00	10.00	35.00
Choice Mixed. Ramona Strain	2.50	8.00	30.00

WALLER-FRANKLIN SEED COMPANY

Flower
Seeds

Price per oz. Price per lb. ←

PHACELIA annual

Campanularia (California Blue Bell) gentian blue, 1 ft..... \$0.25 \$ 3.00

PHLOX DRUMMONDI, 1 ft. annual

Gigantea Art Shades (Waller-Franklin).....	2.10	25.00
Gigantea Mellow Moon. (See Page 7).....	2.10	25.00
Gigantea Red Glory (Waller-Franklin).....	2.10	25.00
Gigantea Rosy Morn (Waller-Franklin).....	2.10	25.00
Gigantea Salmon Glory (Waller-Franklin).....	2.10	25.00
Grandiflora Choice Mixed85	10.00

PLATYCODON (Tufted Hairbell) perennial

Grandiflora Blue, 2 ft. 2.10 25.00

POPPY

ICELAND (Nudicaule) perennial

Amurensis Yellow (Yellow Wonder) longest stemmed, largest flowered yellow Iceland Poppy. 2 ft.....	1.65	20.00
Coonara Pinks, rose tints (true strain) 1 ft.....	1.25	15.00
Gartford Giant Mixed, 2 ft.	1.65	20.00
Kelmscott Strain	1.65	20.00
Sandford's Giant Mixed, (Waller-Franklin) selected strain, 2 ft.	1.50	18.00
The Emperor, large orange	1.25	15.00
Sunbeam Mixture, fine mixture, 2 ft.85	10.00

SHIRLEY DOUBLE, 2½ ft. annual

Sweet Briar All-Double (Waller-Franklin) deep rose pink.....	.25	3.00
All-Double Mixed25	3.00
Begonia Flowered Choice Mixed.....	.25	2.50

SHIRLEY SINGLE, 2½ ft. annual

American Legion (Waller-Franklin) brilliant orange scarlet, H.C., R.H.S.25	2.50
Choice Mixed20	2.00

PORTULACA (Moss Rose or Sun Plant) 4 in. annual

Grandiflora Double Extra Select Mixed.....	1.25	15.00
Grandiflora Single Jewel. Extra large deep carmine.....	.65	8.00
Grandiflora Single Choice Mixed.....	.50	6.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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PYRETHRUM (Painted Daisy) 2 ft. perennial

Hybridum Grandiflorum, Robinson's Giant Hybrids..... \$3.00 \$35.00

RICINUS (Castor Oil Plant) annual

Zanzibariensis Mixed, 12 ft.10 1.00
Mixed, all sorts10 .60

ROCK GARDEN ANNUALS

Waller-Franklin Choice Blend. A carefully proportioned blend of many different kinds of the lowest growing annuals proved to be the most desirable for sowing in rock gardens..... .25 3.00

ROCK GARDEN PERENNIALS

Waller-Franklin Choice Blend. Made up by blending together several very low growing varieties of hardy perennials that grow well from seed sowed directly into the rock garden..... 1.25 15.00

SALPIGLOSSIS (Painted Tongue) 3 ft. annual

Superbissima. Emperor Finest Mixed. An outstanding strain for size and colors of flowers. Our mixture is grown from a formula of the finest separate colors selected for largest flowers with heavily veined throats..... .45 4.50



Phlox Drummondii Gigantea, Art Shades. See page 48.

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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SCABIOSA (Pincushion Flower) 3 ft.

WALLER-FRANKLIN SPECIAL STRAINS

Much larger flowers almost completely ball-shaped in more clear and brighter colors. The plants are taller, more vigorous with strong, wiry stems.

Ageratum Blue. Large clear medium blue.....	\$0.30	\$3.50
Azure Fairy. Azure blue30	3.50
Black Knight (New). Extra large deep reddish black.....	.30	3.50
Blue Cockade. Deep azure blue.....	.30	3.50
Blue Moon. Large clear blue. A.A.S. '39.....	.30	3.50
Fire King. Fiery scarlet.....	.30	3.50
King of the Blacks. Reddish black.....	.30	3.50
Loveliness. Large salmon rose shades.....	.30	3.50
Orchid Shades30	3.50
Oxford Blue (New). The largest and best rich, deep campanula blue. (See Page 7).....	.30	3.50
Peach Blossom. Attractive light rose.....	.30	3.50
Rosette. Deep rose suffused salmon.....	.30	3.50
Salmon Beauty. Pure salmon.....	.30	3.50
Shasta Improved. Enormous pure white.....	.30	3.50
Sulphur Yellow30	3.50
Waller-Franklin Formula Blend. A much brighter mixture especially made from the six distinct and outstanding colors, all giant flowered.....	.30	3.50
Waller-Franklin Giant Hybrids Mixed. A fine field-grown mixture planted from a carefully proportioned formula of all the different giant flowered varieties.....	.25	3.00
Choice Mixed20	2.40

DWARF VARIETIES, 15 to 18 in.

Heavenly Blue, azure blue, B.M., A.A.S. '40.....	.60	7.00
Peace, pure white, H.M., A.A.S. '41.....	.60	7.00

PERENNIAL VARIETIES

Caucasica House's Hybrids, colors range from dark blue to lavender, 2½ ft.	2.10	25.00
“ Lavender-Blue	2.10	25.00
“ Perfecta, fringed lavender	2.10	25.00
“ White	2.50	30.00
“ Choice Mixed	1.65	20.00
Columbaria Delicate Lavender, 2 ft.....	1.25	15.00
“ Delicate Pink, orchid pink, 2 ft.....	1.25	15.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower
Seeds

Price
per oz. Price
per lb.

"Our Best"

WALLER-FRANKLIN FORMULA BLENDS. Outstanding mixtures made by blending together proper proportions of the best of the distinct **separately grown** varieties to make an especially fine brilliant blend.

SCARLET RUNNER BEANS. See Beans, Page 18.

SCHIZANTHUS (Butterfly Flower) 1½ ft. annual

Giant Flowering Hybrids Mixed. An extra select large flowered

compact strain165	\$20.00
Butterfly Mixture, bright colors.....	1.25	15.00

SHASTA DAISY (Chrysanthemum Maximum). See Page 25.

SNAPDRAGON. See *Antirrhinum*, Pages 14 and 15.

SNOW-ON-THE-MOUNTAIN. See *Euphorbia*, Page 31.

STATICE (Sea Lavender-Sea Pink)

Bonduelli, golden yellow, 2½ ft. annual.....	.35	4.00
Caspia, lilac, perennial	1.65	20.00
Dumosa, silvery grey flowers, perennial.....	.50	6.00
Latifolia, lavender, perennial.....	.85	10.00
Perezii, rich blue, perennial.....	.85	10.00
Sinuata Deep Blue Kampf's Tall Improved, 3 ft. annual.....	.20	2.00
Sinuata Lavender Queen, 3 ft.....	.20	2.00
Sinuata Market Grower's Blue, deep blue, 3 ft.....	.20	2.00
Sinuata Market Rose. A new, much deeper rose.....	.35	4.00
Sinuata New Superb Hybrids, new colors, 2½ ft.....	.25	3.00
Sinuata Pastel Shades, 2½ ft.....	.20	2.00
Sinuata Rosea Superba, 3 ft.....	.20	2.00
Sinuata Snowwitch, tall pure white, 3 ft.....	.20	2.00
Sinuata White, 2½ ft.20	2.00
Sinuata Mixed, 2½ ft.....	.15	1.75

STEVIA. 2½ ft. annual

Serrata85	10.00
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WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Gilliflower)

“The World’s Best Double Stocks”

For many years Waller-Franklin has been the world’s leading grower and introducer of the finest strains of Double Stocks. Our method for maintaining doubleness assures you of only “High-Percent Double” Stocks, and our selection of varieties includes only those proven to be the most desirable.

As long ago as 1932 we received fifteen various awards from The Royal Horticultural Society of Great Britain for our doubleness and trueness of our Stocks. Every year we continue to carry on the immense amount of detail work necessary to maintain our foremost position.

DOUBLE LARGE FLOWERING DWARF TEN WEEK, 1 ft. annual

Ten Week Stocks are so named because they bloom in ten weeks after planting seed. Those in heavy type are the six varieties we have selected as being the best of the brightest colors. In our test plantings they all grow and bloom together.

Azure Blue	\$0.85	\$10.00
Blood Red85	10.00
Brilliant Rose85	10.00
Canary Yellow85	10.00
Carmine85	10.00
Carmine Pink85	10.00
Crimson85	10.00
Dark Blue85	10.00
Deep Cream85	10.00
Deep Purple85	10.00
Deep Rose, H.C., R.H.S.85	10.00
Flesh, A.M., R.H.S.85	10.00
Lavender, A.M., R.H.S.85	10.00
Light Blue85	10.00
Pansy Violet, H.C., R.H.S.85	10.00
Purple85	10.00
Rose85	10.00
White, A.M., R.H.S.85	10.00
Waller-Franklin Formula Blend. A superior Mixture blended from the brightest colors of the above varieties, all sep- arately grown85	10.00
Choice Mixed, very double.....	.45	5.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Continued)

DOUBLE EARLY GIANT IMPERIAL (Improved Bismarck)

An especially meritorious class of branching habit. Very early blooming and producing a high percentage of doubles, 2½ ft. Suitable for greenhouse culture or growing out of doors.

Antique Copper (Waller-Franklin) Hellebore red.....	\$1.45	\$17.50
Blood Red	1.45	17.50
Blush (Apple Blossom) H.C., R.H.S.....	1.45	17.50
Buttercup (Waller-Franklin).....	1.45	17.50
Canary Yellow (Golden Ball).....	1.45	17.50
Chamois, ivory, tinted old rose. A.M., R.H.S.....	1.45	17.50
Chamois Rose, A.M., R.H.S.....	1.45	17.50
Crimson	1.45	17.50
Dark Blue	1.45	17.50
Elk's Pride (Waller-Franklin) royal purple.....	1.45	17.50
Fiery Blood Red	1.45	17.50
Flesh, A.M., R.H.S.....	1.45	17.50
Golden Rose (Waller-Franklin) light golden rose.....	1.45	17.50
Lavender	1.45	17.50
Lilac	1.45	17.50
Rose, deep rose pink	1.45	17.50
Santa Maria, giant white.....	1.45	17.50
Shasta (Waller-Franklin) white.....	1.45	17.50
Waller-Franklin Formula Blend. A most excellent mixture made from carefully chosen separate varieties to assure the best proportion of distinct colors.....	1.25	15.00
Choice Mixed, very double.....	.85	10.00

DOUBLE GIANTS OF CALIFORNIA. 3 ft.

A superb branching type with immense spikes of very large florets. The following varieties are all of our own growing and produced a high percentage of doubles.

Golden Gate. Yellow	1.65	20.00
Red Woods. Blood red	1.65	20.00
Roselight (Waller-Franklin) Rose-pink	2.50	30.00
Santa Barbara, Chamois	1.65	20.00
Santa Maria, White	1.65	20.00
Sequoia, Rose-carmine	1.65	20.00
Yosemite, Rose	1.65	20.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Continued)

SUPER GIANT IMPERIAL (Waller-Franklin)

A very large flowering group developed by selections from our Double Early Giant Imperial varieties.

Chamois	\$2.50	\$30.00
Fiery Red. More base-branching than the others.....	2.50	30.00
Rose Charm. Deep Rose.....	2.50	30.00
Roselight. Soft rose pink.....	2.50	30.00
Pure White	2.50	30.00
Yellow	2.50	30.00

Waller-Franklin Special Pastel Blend. An unusually attractive blend we make from separate colors of our very best strains of the soft pastel colors ranging from white and yellow through chamois and lavender. The plants are all of identical habit of growth and bloom at the same time, all very carefully chosen. A good "special" for both bouquets and gardens.....	2.50	30.00
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DOUBLE MAMMOTH BEAUTY OF NICE, 2 ft. annual

American Beauty, deep rose pink.....	.85	10.00
Apricot Beauty85	10.00
Aurora (Chamois) cream tinted pink.....	.85	10.00
Canary Yellow (Monte Carlo).....	.85	10.00
Carmine Rose (Abundance)85	10.00
Crimson (Souvenir de Monaco).....	.85	10.00
Deep Blue (Summer Night).....	.85	10.00
Flesh Pink (Beauty of Nice).....	.85	10.00
Light Blue (Cote d'Azure).....	.85	10.00
Lloyd George, large blood red.....	.85	10.00
Old Rose (Belle de Naples) H.C., R.H.S.....	.85	10.00
Pale Violet (Parma Violet).....	.85	10.00
Rosy Lilac (Queen Alexandra).....	.85	10.00
Salmon Rose (Salmon King) H.C., R.H.S.....	.85	10.00
White Shaded Pink (Almond Blossom).....	.85	10.00
White (Mont Blanc)85	10.00
Waller-Franklin Formula Blend. A rich mixture especially made by using the best of the separate varieties in proper proportion85	10.00
Choice Mixed, very double, choice blend.....	.65	8.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds	Price per oz.	Price per lb.
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STOCKS (Continued)

DOUBLE PERPETUAL BRANCHING (Giant Perfection) 2 ft.

A fine group for florists. Early and free blooming. Produces a high percentage of doubles.

Blood Red (Brilliant)	\$ 0.85	\$10.00
Canary Yellow (Creole) A.M., R.H.S.....	.85	10.00
Flesh85	10.00
Heatham Beauty, rose shaded terra cotta.....	.85	10.00
Pale Blue (May Queen).....	.85	10.00
Queen of the Belgians, pale violet.....	.85	10.00
Rose, rose pink, A.M., R.H.S.....	.85	10.00
Silvery Lilac (Empress Augusta Victoria) A.M., R.H.S.....	.85	10.00
Snowdrift, pure white85	10.00
Violet (Sapphire)85	10.00
White (Princess Alice)85	10.00
Waller-Franklin Formula Blend85	10.00
Choice Mixed, very double65	8.00

DOUBLE EMPEROR (Brompton) 2 ft. biennial

Early Harbinger Improved, mixed colors.....	2.50	30.00
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VIRGINIAN STOCK (French Forget-Me-Not) 1 ft. annual

Dwarf Compact, mixed colors.....	.25	2.50
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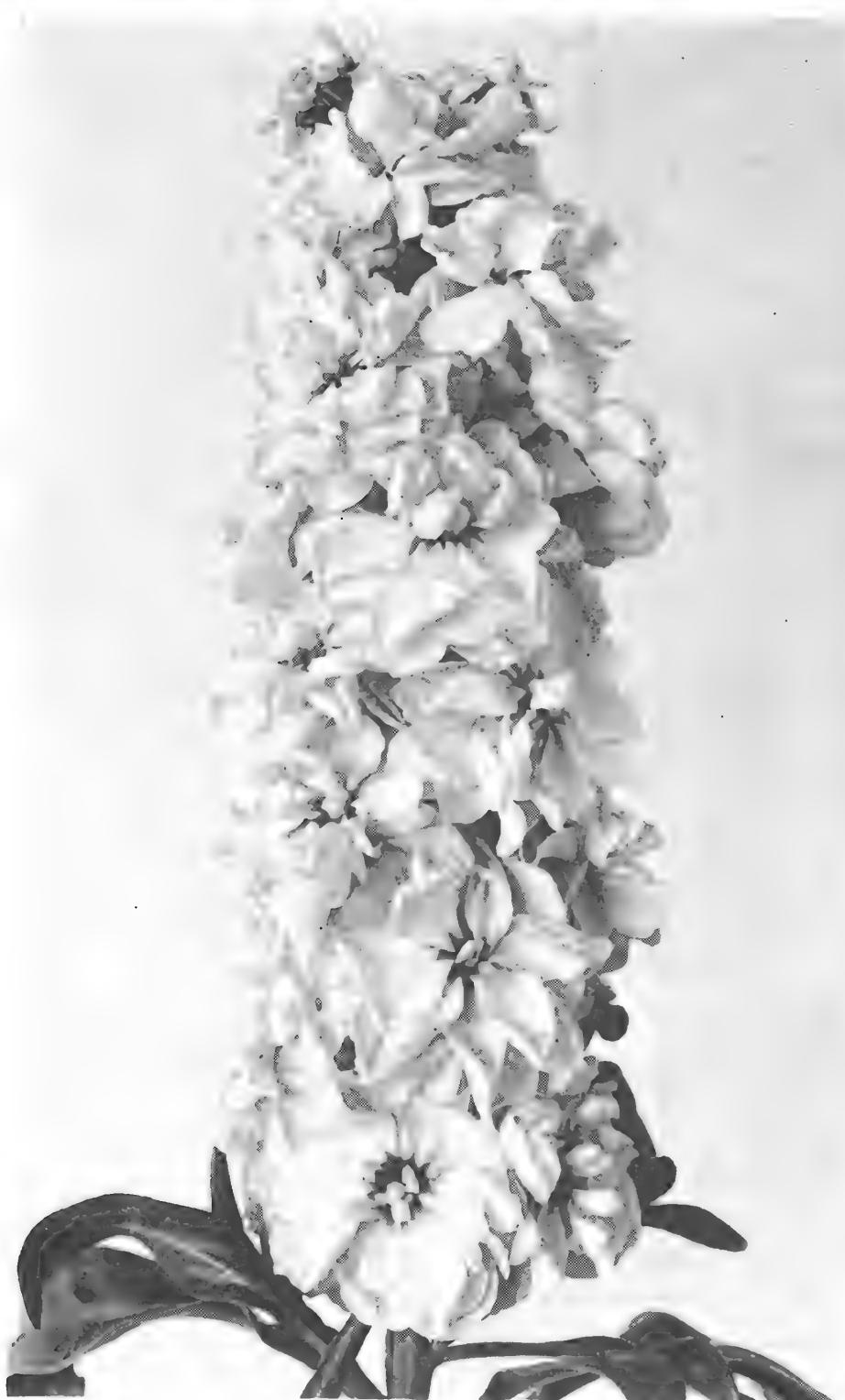


Double Giant Column Stock growing in our field for seed production

WALLER-FRANKLIN SEED COMPANY

Flower
Seeds

Price
per oz. Price
per lb.



Waller-Franklin New Chamois Pink Column Stock

SPECIAL

Waller-Franklin Garden Mixture. For those locations where Column Stocks grow and bloom well outdoors, we offer this especially fine mixture of all colors, including many unusual shades from our test gardens and breeding plots \$1.50 \$18.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds		Price per oz.	Price per lb.
STOCKS (Continued)			
DOUBLE IMPROVED COLUMN (Giant Excelsior) 3 ft. annual			
American Beauty No. 6. Deep rose.....	\$4.20	\$50.00	
Ball's Apricot No. 24. Deeper shade than No. 20.....	4.20	50.00	
Ball's Apricot No. 20, light peach shade.....	4.20	50.00	
Ball's Blue No. 3, rich lilac shade.....	4.20	50.00	
Ball's Pink No. 11, rose pink.....	4.20	50.00	
Ball's Supreme No. 22, deep silvery rose.....	4.20	50.00	
Ball's White No. 16.....	4.20	50.00	
Blue Spire (Waller-Franklin), tall blue, slightly deeper than Ball's Blue	4.20	50.00	
Bridesmaid (Waller-Franklin). A new light rose on white ground	4.20	50.00	
Chamois Pink (Waller-Franklin). A new combination of rose and buff	4.20	50.00	
Cream Pink (Waller-Franklin). A distinctly new color. Soft rose on cream base	4.20	50.00	
Deep Rose (Waller-Franklin) brilliant rose.....	4.20	50.00	
Elk's Pride (Waller-Franklin) deeper blue than Blue Spire.....	4.20	50.00	
Gardenia, glistening white	4.20	50.00	
Illusion, scarlet red	4.20	50.00	
Lilac Lavender No. 1.....	4.20	50.00	
Malmaison Pink No. 7. Blush pink.....	4.20	50.00	
Pink (Waller-Franklin) pure pink	4.20	50.00	
Purple Heart No. 21. Bright violet purple.....	4.20	50.00	
Rose Pink (Waller-Franklin) clear rose-pink, S.M., A.A.S. '37	4.20	50.00	
Royal Purple (Waller-Franklin) rich purple, darker than Elk's Pride	4.20	50.00	
Silvery Lilac	4.20	50.00	
White Pillar (Waller-Franklin) long stemmed, pure white.....	4.20	50.00	
Yellow Wonder (Waller-Franklin) deep creamy yellow.....	4.20	50.00	
Waller-Franklin Formula Blend. A choice mixture of all the best separate varieties	3.50	40.00	

WALLER-FRANKLIN SEED COMPANY

Sweet
Peas

Price
per lb.

SWEET PEAS (*Lathyrus Odoratus*)

EARLY FLOWERING SPENCER SWEET PEAS

Our Early Flowering Sweet Peas are especially grown for culture under glass. They are equally desirable for growing out of doors.

American Beauty, rich crimson rose.....	\$2.00
Amethyst (Waller-Franklin) royal purple.....	2.00
Annie Laurie (Waller-Franklin) rich rose-pink.....	2.00
Apollo, soft salmon cerise, long stemmed.....	2.00
Ball Orange Improved, clear deep glowing orange.....	2.00
Ball Rose Improved, cerise pink, cream ground.....	2.00
Ball White, white seeded.....	2.00
Blue Bird, violet blue.....	2.00
Blue Bonnet (Waller-Franklin) clear deep blue.....	2.00
Bridesmaid, silvery pink	2.00
Cascade, white, white seeded.....	2.00
Celestial (Waller-Franklin) cerise salmon rose.....	2.00
Chime, light salmon pink.....	2.00
Cream (Waller-Franklin)	2.00
Daphne, soft salmon pink.....	2.00
Fiesta, orange cerise	2.00
Florist Blue (Waller-Franklin) best clear blue.....	2.00
Florist Rose (Waller-Franklin) pure rose-pink.....	2.00
Grenadier (Waller-Franklin) dazzling scarlet.....	2.00
Harmony, lavender	2.00
Hope, white, black seeded.....	2.00
Jeanne Mamitsch, rose pink, long stems.....	2.00
Josie, long stemmed, rose-pink.....	2.00
Laddie Improved, rose	2.00
Lavanda (Waller-Franklin) lavender.....	2.00
Majestic Rose (Waller-Franklin) rose pink, long stems.....	2.00
Mariner, clear marine blue	2.00
Mars, ox-blood crimson	2.00
Memory, giant lavender	2.00
Mrs. Herbert Hoover, clear blue.....	2.00
Mrs. H. S. Reddick, salmon pink.....	2.00
Navy Blue (Waller-Franklin) dark blue.....	2.00
Orange King (Waller-Franklin) glowing orange.....	2.00
Orange Supreme, cerise wings with orange standard.....	2.00
Oriental, deep cream, black seeded	2.00
Othello (Waller-Franklin) maroon.....	2.00
Pride, cerise, long stemmed.....	2.00
Red Bird, crimson-red.....	2.00

GROWERS OF "MERIT" FLOWER SEEDS

Sweet Peas	Price per lb.
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SWEET PEAS (Continued)

EARLY FLOWERING SPENCER VARIETIES—Continued

Red Giant (Waller-Franklin) true crimson.....	\$2.00
Sequoia, golden cerise	2.00
Shirley Temple (Waller-Franklin) soft rose pink.....	2.00
Skippy (Waller-Franklin) light salmon pink.....	2.00
Snowstorm Improved, pure white, white seeded.....	2.00
Top Sergeant, deep scarlet.....	2.00
Treasure Island, sparkling golden orange.....	2.00
Triumph, lilac mauve	2.00
Valencia (Waller-Franklin) sunproof orange, long stems.....	2.00
Vulcan, vivid scarlet	2.00
Waves, large mid-blue.....	2.00
White Champion, white seeded.....	2.00
White Harmony, white, black seeded.....	2.00
Zvolanek's Salmon, salmon cerise	2.00
Waller-Franklin Formula Mixture	1.75
Choice Mixed	1.25

NEW CUTHBERTSON (Spring Flowering Spencer)

Extremely vigorous, long stemmed, and more heat resistant than other varieties.

Those names marked with an asterisk (*) are the most popular varieties.

Catherine, cerise	1.25
*Carol, clear pink	1.25
*Coline, scarlet	1.25
Danny, navy blue	1.25
David, bright rose crimson.....	1.25
*Evelyn, salmon cream	1.25
Flora, rose carmine	1.25
*Frank G., lavender	1.25
Hazel, light blue	1.25
Helen, blush pink	1.25
*Janet, white, black seeded.....	1.25
Jessie, mauve	1.25
Katie, rosy cream pink.....	1.25
Kenneth, crimson	1.25
*Liza, maroon	1.25
*Lois, rose pink	1.25
Marion, cream	1.25
*Tommy, blue	1.25

Waller-Franklin Formula Mixture. Especially grown from separate colors proportioned according to our own formula for maintaining the best color balance.....

Choice Mixed

WALLER-FRANKLIN SEED COMPANY

Sweet
Peas

Price
per lb.

SWEET PEAS (Continued)

NEW AND STANDARD SPENCER VARIETIES

Ambition, lavender	\$1.25
Avalanche, glistening white, white seeded.....	1.25
Barbara, fine salmon.....	1.25
Bonnie Briar, large rose-pink.....	1.25
Capri, light blue	1.25
Cavalcade, carmine-rose, shaded gold.....	1.25
Charming, rosy cerise	1.25
Chieftain, satiny mauve	1.25
Chinese Blue (Waller-Franklin) rich deep blue.....	1.25
Colorado, bright orange	1.25
Cream Gigantic, largest cream, black seeded.....	1.25
Ecstasy, blush pink.....	1.25
Flagship, true clear deep blue.....	1.25
Fortune, rich dark blue	1.25
Gigantic, large white, black seeded.....	1.25
Gleneagles, large light blue.....	1.25
Gloria, cream picotee edged rose.....	1.25
Hebe, bright pink	1.25
Highlander, pure lavender (A.M. '35).....	1.25
Huntsman, bright scarlet	1.25
Jack Hobbs, flush scarlet pink on cream ground.....	1.25
Jumbo, deep cerise	1.25
King White, white seeded.....	1.25
Miss California, salmon cream pink.....	1.25
Mrs. A. Searles, rich pink merging into orient red.....	1.25
Mrs. Tom Jones, delphinium blue.....	1.25
Olympia, rich purple	1.25
Patricia Unwin, salmon pink, cream ground.....	1.25
Peggy Ann (Waller-Franklin) salmon pink.....	1.25
Pinkie, large rose pink.....	1.25
Pirate Gold (Waller-Franklin) golden orange.....	1.25
Powerscourt, lavender	1.25
Prolific, rose pink	1.25
Red Boy, crimson	1.25
Red Supreme, deep crimson	1.25
Reflection, clear blue.....	1.25
Royal Purple	1.25
Rubicund, crimson scarlet	1.25
Salmon Gigantic, giant salmon pink.....	1.25
Sextet Queen, white, black seeded.....	1.25

GROWERS OF "MERIT" FLOWER SEEDS

Sweet
Peas

Price
per lb.

SWEET PEAS (Continued)

NEW AND STANDARD SPENCER VARIETIES—Continued

Smiles, salmon shrimp pink.....	\$ 1.25
Tangerine Improved, orange suffused salmon.....	1.25
The Admiral, navy blue.....	1.25
The Cardinal (Waller-Franklin) poppy scarlet.....	1.25
The Sultan, black velvety maroon.....	1.25
Thriller, cerise scarlet	1.25
Torch (Waller-Franklin) New intense orange-scarlet.....	1.25
Warrior, maroon	1.25
Welcome, dazzling scarlet	1.25
What Joy, cream, white seeded.....	1.25
Youth, large white, pink picotee.....	1.25

SILVER GILT MEDAL MIXTURE (Waller-Franklin)

This mixture is grown from a special formula which has been built up and perfected during many years. It contains over 50 standard varieties, and the color blend is, we believe, as near perfection as it is possible to attain.

Price per lb. \$1.10

Spencer Choice Mixed. This mixture contains 35 distinct varieties in a perfect blend of color.....	1.00
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RUFFLED SPENCER VARIETIES

Ruffled Beauty, lilac pink on amber.....	1.25
Ruffled Blue, mid-blue.....	1.25
Ruffled Bonnie Ruffles, salmon pink (A.M. '36).....	1.25
Ruffled Burpee Blue, dark blue (A.M. '36).....	1.25
Ruffled Carmine, bright carmine-rose.....	1.25
Ruffled Crimson, rich crimson.....	1.25
Ruffled Exquisite, salmon-cerise.....	1.25
Ruffled Fluffy Ruffles, cream pink.....	1.25
Ruffled Heyday, deep rose pink suffused amber.....	1.25
Ruffled Lady Ruffles, soft pink.....	1.25
Ruffled Orchid	1.25
Ruffled Primrose, deep cream	1.25
Ruffled Rose	1.25
Ruffled Sparkle, glowing cerise.....	1.25
Ruffled White, white seeded.....	1.25
Ruffled Mixed	1.25

WALLER-FRANKLIN SEED COMPANY

Sweet
Peas

Price
per lb.

SWEET PEAS (Continued)

CUPID SPENCER, 6 in.

Choice Mixed \$ 3.00

CUPID GRANDIFLORA, 6 in.

Choice Mixed 2.00

GRANDIFLORA (Old Fashioned Sweet Scented Sweet Peas)

Eckford's Choice Mixed65

WALLER-FRANKLIN RECOMMENDATIONS

From results and comparisons in our fields and test gardens, as well as from our sales records, we unhesitatingly offer the following recommendations:

WALLER-FRANKLIN TWELVE BEST EARLY FLOWERING SPENCER SWEET PEAS

These twelve varieties cover the complete range of the most satisfactory and most popular colors.

Amethyst. Royal purple
Ball Orange Improved
Celestial. Rose
Chime. Light salmon pink
Florist Blue. Clear blue
Harmony. Lavender

Hope. White
Mrs. H. S. Reddick. Light pink
Othello. Maroon
Red Giant. Crimson
Shirley Temple. Rose-pink
Vulcan. Scarlet

WALLER-FRANKLIN FOURTEEN BEST STANDARD SPENCER SWEET PEAS

Our demand for the following fourteen varieties continues to reflect their general popularity and satisfaction. Our own results substantiate this selection.

Ambition. Lavender
Capri. Light blue
Chinese Blue. Rich blue
Cream Gigantic. Cream
Flagship. Dark blue
Gigantic. White
Miss California. Cream pink

Olympia. Rich purple
Pirate Gold. Golden orange
Pinkie. Rose pink
Red Supreme. Crimson
Smiles. Salmon pink
Warrior. Maroon
Welcome. Scarlet

SWEET PEA COLOR CLASSIFICATION

If you do not have a copy of our classification of all our Sweet Peas by colors and shades, we will be pleased to mail you one on request.

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds		Price per oz.	Price per lb.
SUNFLOWER (Helianthus Annuus) annual			
Sun Gold, brilliant golden yellow, 4-5 ft.....		\$0.20	\$ 2.00
SWEET WILLIAM (Dianthus Barbatus) 2 ft. biennial			
Single Dark Crimson.....		\$0.50	\$ 6.00
" Giant White (Waller-Franklin)50	6.00
" Holborn Glory50	6.00
" Homeland50	6.00
" Newport Pink50	6.00
" Purple Beauty50	6.00
" Scarlet Beauty50	6.00
" White50	6.00
" Choice Mixed30	3.50
" Dwarf Alpine Mixed, 4 in.		2.50	30.00
Double Choice Mixed60	7.00
Annual Single Mixed, 1½ ft.45	5.00
THUNBERGIA (Black Eyed Susan)			
Choice Mixed, fine climber.....		.50	6.00
TRITOMA (Red-hot Poker) 3 ft. perennial			
Hybrida Mirabilis, blooms first year.....		1.00	12.00
Early Hybrids Mixed		1.00	12.00
VENIDIUM, 2½ ft. annual			
Fastuosum Hybrids, buff to orange.....		2.10	25.00
VERBENA			
WALLER-FRANKLIN NEW BUSH TYPE VERBENAS			
These new "Bush Type" Verbenas rapidly becoming the most popular of all Verbenas. The dense flower heads are closely massed across the flat-topped plants. 8 to 10 in. high. (See Page 10.)			
Roselight (New), bright rose pink with white eye.....		2.50	30.00
Salmon Queen, brilliant salmon-pink.....		1.65	20.00
Starlight, bright mid-blue with creamy white eye.....		1.65	20.00
Bush Type Blend. (Waller-Franklin). In addition to the above, this mixture includes other colors selected from our breeding grounds		1.25	15.00

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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VERBENA

HYBRIDA GRANDIFLORA (Giants) 1 ft. annual

Our strains of Hybrida Grandiflora Verbenas should not be confused with ordinary Verbenas. Both the flowers and trusses are much larger and the plants are decidedly more vigorous.

Annapolis Blue, mid-blue	\$1.25	\$15.00
Apple Blossom (Waller-Franklin) delicate cameo pink.....	1.25	15.00
Beauty of Oxford Hybrid (Waller-Franklin) rose-pink.....	1.25	15.00
Blue Shades Mixed60	7.00
Brilliant, flaming rose, small white eye.....	1.25	15.00
Floradale Beauty, bright rose shades.....	1.25	15.00
Giant Salmon Pink, A.M., R.H.S. '35.....	1.25	15.00
Lavender Glory (Waller-Franklin) large lavender with me- dium sized creamy white eye, variable, 75% true to color	1.25	15.00
Luminosa (Waller-Franklin) flame pink shading to salmon.....	1.25	15.00
Pink and Rose Shades Mixed.....	.60	7.00
Royale (Waller-Franklin) royal blue, creamy yellow eye,	1.25	15.00
Spectrum Red (Waller-Franklin) intense bright red, no eye.	1.25	15.00
Sutton's Blue, large flowered deep royal blue.....	1.25	15.00
White (Waller-Franklin)	1.25	15.00
Waller-Franklin Formula Blend. An especially bright mixture made by blending together correct proportions of only the five clearest and brightest colors described above.....	1.00	12.00
Grandiflora Choice Mixed. All mammoth flowering varieties in a wide range of colors.....	.85	10.00
Hybrida Choice Mixed. A mixture of the older varieties.....	.50	6.00

VINCA ROSEA (Periwinkle) 1 ft. annual

White with eye	1.65	20.00
Rose	1.65	20.00
Choice Mixed	1.50	18.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds		Price per oz.	Price per lb.
VIOLA (Tufted Pansies) 6 in. biennial-annual			
Arkwright Ruby, ruby crimson shading to terra cotta.....	\$4.70	\$56.00	
Blue Perfection, medium clear blue.....	3.75	45.00	
Chantreyland, best pure apricot.....	4.20	50.00	
Firmament, pure sky blue.....	7.50	90.00	
Lutea Splendens, sulphur yellow.....	4.20	50.00	
White Perfection, pure white.....	3.75	45.00	

WALLER-FRANKLIN FORMULA MIXTURE (New)

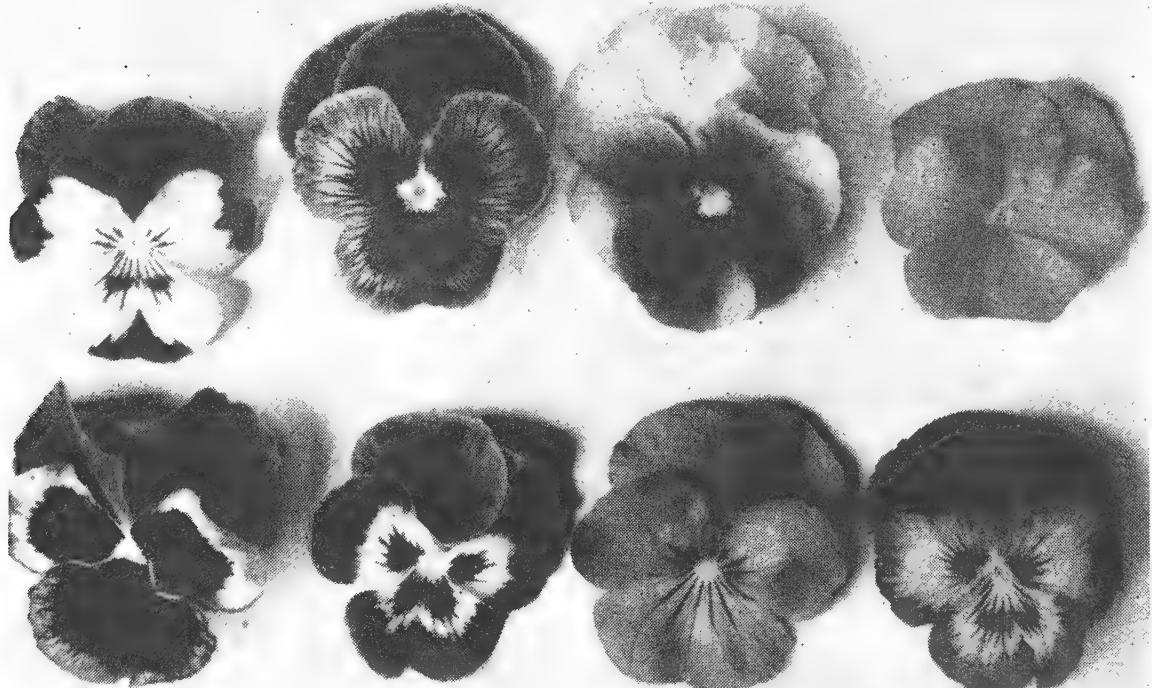
This blend of bright gay colors far surpasses any mixture of Violas we have ever seen. The bright shades of self colors of red, yellow, blue and apricot combined with many shades which are blotched, undoubtedly make these Violas a supreme mixture.

Price per oz. \$3.75, per lb. \$45.00

Choice Mixed	3.50	35.00
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WALLFLOWER ANNUAL SINGLE (Gilliflower) 1 ft.

Choice Mixed25	2.50
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Viola Waller-Franklin Formula Mixture

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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ZINNIA (Youth and Old Age) annual

GIANT DOUBLE DAHLIA FLOWERED, 3 ft.

Canary Bird, primrose yellow	\$.35	\$4.00
Crimson Monarch, deep crimson.....	.35	4.00
Dream, lavender turning to purple.....	.35	4.00
Exquisite, light rose with deep rose center.....	.35	4.00
Golden Dawn, golden yellow.....	.35	4.00
Golden State, yellow orange, turning to orange.....	.35	4.00
Illumination, deep rose self.....	.35	4.00
Luminosa, bright pink35	4.00
Meteor, darkest red35	4.00
Oriole, orange and gold.....	.35	4.00
Polar Bear, white35	4.00
Purple Prince, deep purple.....	.35	4.00
Royal Purple, deep rich reddish purple, A.A.S. '42.....	.35	4.00
Scarlet Flame, bright scarlet.....	.35	4.00
Will Rogers, deep scarlet35	4.00
Waller-Franklin Pastel Blend. A special blend of only the lighter shades and softer colors.....	.35	4.00
Waller-Franklin Formula Blend. Made by using the brightest of the distinct colors of separate varieties.....	.35	4.00
Choice Mixed, all colors30	3.50

FANTASY. 2½ ft.

Medium size flowers with shaggy and twisted petals.

Gold Dust, golden orange.....	.40	4.50
Melody, orchid lavender40	4.50
Pink Frills, flesh pink.....	.40	4.50
Rosalie, rose40	4.50
Star Dust (A.A.S. '37), golden yellow.....	.40	4.50
White Light (A.A.S. '39), white.....	.40	4.50
Wildfire, brilliant scarlet40	4.50
Waller-Franklin Pastel Blend. Using only the soft harmoni- ous tones. Very pleasing.....	.40	4.50
Waller-Franklin Formula Blend. Correct proportions of all the above separately grown varieties.....	.40	4.50
Choice Mixed35	4.00

GROWERS OF "MERIT" FLOWER SEEDS

Flower Seeds		Price per oz.	Price per lb.
ZINNIA (Continued)			
GIANT DOUBLE MAMMOTH or CALIFORNIA GIANT, 3 ft.			
Brightness, glowing pink.....		\$0.35	\$ 4.00
Cherry Queen, luminous cerise rose.....		.35	4.00
Crimson Queen, rich crimson.....		.35	4.00
Daffodil (Waller-Franklin) canary yellow35	4.00
Enchantress, light rose with deep rose center.....		.35	4.00
Golden Queen, golden yellow.....		.35	4.00
Grenadier, dark red35	4.00
Lavender Queen, deep rosy lavender.....		.35	4.00
Miss Willmott, soft pink.....		.35	4.00
Orange King, burnt orange35	4.00
Purity, white35	4.00
Salmon Queen35	4.00
Scarlet Gem, glowing scarlet.....		.35	4.00
Violet Queen35	4.00
Waller-Franklin Pastel Blend. Pastel shades selected from the above varieties.....		.35	4.00
Waller-Franklin Formula Blend. Blended according to a formula, using all colors in proper proportion.....		.35	4.00
Choice Mixed30	3.50
ELEGANS DOUBLE LILLIPUT, 1 to 1½ ft.			
Black Ruby, rich blackish maroon, B.M., A.A.S. '41.....		.35	4.00
Canary Yellow35	4.00
Crimson Gem35	4.00
Flesh35	4.00
Golden Orange35	4.00
Lilac Gem35	4.00
Purple35	4.00
Rosebud, rose pink35	4.00
Salmon Rose35	4.00
Scarlet35	4.00
Valencia, burnt orange35	4.00
White35	4.00
Waller-Franklin Pastel Blend. Delicate shades in a harmonious blend35	4.00
Waller-Franklin Formula Blend. Made by blending together the best separate varieties in proper proportion.....		.35	4.00
Choice Mixed30	3.50

WALLER-FRANKLIN SEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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ZINNIA (Continued)

CUPID (Tom Thumb) 8 in.

Tiny Tim, deep scarlet	\$0.70	\$ 8.00
Choice Mixed65	7.50

ELEGANS PUMILA DOUBLE (Cut and Come Again) 2-2½ ft.

Choice Mixed35	3.50
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GAILLARDIA FLOWERED (Navajo Blanket Flower)

Choice Mixed (A.A.S. '38)45	5.00
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DOUBLE GRACILLIMA

Red Riding Hood (Coccinea) 1 ft.....	.30	3.50
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HAAGEANA DOUBLE (Mexican Hybrids) 1 ft.

Choice Mixed. Most colorful for low borders.....	.45	5.00
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SCABIOUS FLOWERED (Harmony Type) 2½ ft.

Choice Mixed. Unusual flower forms in bright colors.....	.40	4.50
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SUPER CROWN O'GOLD

Pastel Tints, large flowered mixture of pastel shades.....	.35	4.00
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NEW SUPER GIANTS. 3 ft.

Luther Burbank. New and interesting pastel tints.....	.35	4.00
David Burpee. Attractively curled and quilled petals in a mixture of colors.....	.35	4.00
Burpee's Super Giants. Mixed colors.....	.35	4.00

WALLER-FRANKLIN WILD GARDEN MIXTURE

A well balanced mixture of hardy annuals, 2 ft.....	.20	2.00
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WALLER-FRANKLIN FLOWER BORDER MIXTURE

A well blended mixture of both annuals and hardy peren- nials to make a permanent hardy border.....	.20	2.00
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WALLER-FRANKLIN CUT FLOWER GARDEN MIXTURE

A mixture of hardy annuals blended to give a succession of flowers from early summer until fall, 2 to 3 ft.....	.20	2.00
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